

INSIDE



12 | NAMCO BANDAI GAMES AMERICA INC.

Dark Souls: Prepare to Die Edition, Star Trek, Tekken Tag Tournament 2



14 | CRYTEK GMBH

Crysis 3 brings the beloved shooter franchise into a beautiful new world.



18 | TRION WORLDS, INC.

Rift: Storm Legion, End of Nations, Defiance



58 | WARNER BROS. INTERACTIVE ENTERTAINMENT INC.

Lollipop Chainsaw, LEGO The Lord of the Rings, LEGO Batman 2: DC Super Heroes



61 | PHOTO GALLERY

The latest photos straight from the E3 press conferences and show floor!

EXHIBITORS:

24 | SHOW FLOOR MAPS

32 | EXHIBITOR LIST

37 | EXHIBITOR PROFILES

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SYNCHED UP

SONY REVEALS CROSS-PLATFORM INNOVATIONS AND 2012 LINEUP



God of War: Ascension

In introducing the Sony Computer Entertainment America (SCEA) E3 press conference, President and CEO Jack Tretton called the event "a tribute to the gamers," who he said are "the real heroes" of the game industry. Indeed, the conference showcased a slew of new titles from SCEA, and also demonstrated the company's commitment to multimedia and cross-platform technologies.

CONTINUED ON PAGE 6



Wii U FOR YOU

NINTENDO HAS SOMETHING FOR EVERYONE

The 2012 Nintendo of America Inc. press conference at E3 showcased one of the most innovative products to debut this year, the Wii U. As the event kicked off, Nintendo of America President and Chief Operating Officer Reggie Fils-Aime and game development legend Shigeru Miyamoto took the stage to introduce the theme of Nintendo's E3 showing: a better gaming experience for everyone.

Previewed at last year's E3, the Wii U is the successor to Nintendo's immensely popular Wii console. Besides featuring HD visuals, the system offers a unique controller with its own built-in screen, allowing for expanded gameplay, while also supporting current Wii peripherals and controllers like the Wii Remote and the Wii Balance Board.

CONTINUED ON PAGE 7

LIVE. POWER. PLAY.

UBISOFT'S 2012 SLATE LETS LIFE POWER THE GAMES

Ubisoft Entertainment always brings an impressive and varied collection of games to E3, and 2012 is no exception. The theme of this year's press conference was "Live. Power. Play." As the presentation showcased, this theme refers to Ubisoft's creative strategy, which is to draw unique and compelling game concepts from the collective experience of humanity.

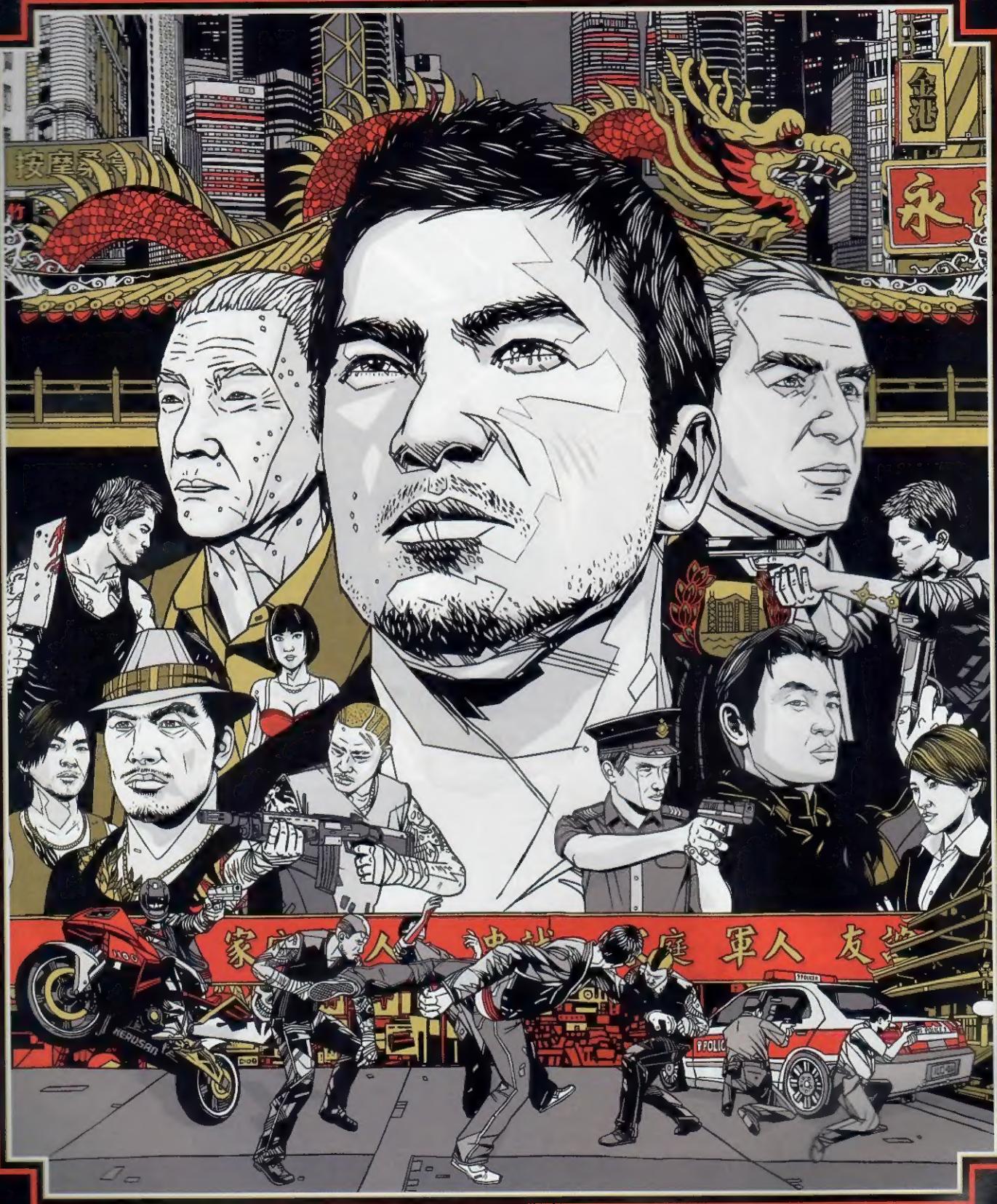
The conference unfolded at the historic Los Angeles Theatre, hosted by actress and

stand-up comedienne Aisha Tyler. It began with a bang: Rapper Flo Rida burst onto the stage to perform his hit single, "Good Feeling," backed by footage from upcoming party game *Just Dance 4*, due later this year. Things then took a more serious turn as Producer Dan Hay took the stage to show Ubisoft's new action-shooter, *Far Cry 3*. In it, a tourist-turned-warrior finds himself heading up a resistance group on a tropical island plagued by a madman named Vaas.

CONTINUED ON PAGE 8



Assassin's Creed IV: Black Flag



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The Last of Us



PlayStation All-Stars Battle Royale

CONTINUED FROM PAGE 1

SCEA began the show with the surprise announcement of an entirely new PlayStation 3-exclusive cinematic adventure title by innovative developer Quantic Dream (known for its critically acclaimed *Heavy Rain*). The new title, *Beyond: Two Souls*, features unique, story-driven gameplay and impressively advanced graphics. Hollywood actress Ellen Page (*Inception*, *Juno*) stars as protagonist Jodie Holmes. The plot focuses on Jodie throughout 15 years of her life, and players have the chance to make decisions that affect how she grows from a girl to a young woman.

Another brand-new PS3 exclusive that was announced is Naughty Dog's *The Last of Us*, a post-apocalyptic survival-action game. Created by the team behind the successful and highly lauded *Uncharted* series, *The Last of Us* follows a man and a young girl as they make their way through a disaster-ravaged world. In the demo, the game's two protagonists faced a number of men determined to kill them. They handled the antagonists using a combination of teamwork, ingenuity, and a bit of sharp shooting.



Beyond: Two Souls

SCEA also showcased a new installment in one of its best-loved series. *God of War: Ascension*, the latest game in the ultra-popular action franchise, wowed the crowd as protagonist Kratos faced off against an army of goat-men, a massive elephant-headed warrior, and an enormous kraken. In addition to a new game mechanic allowing Kratos to reverse time in order to reconstruct destroyed objects, *God of War: Ascension* also showcased the eye-grabbing graphics gamers expect from the series. *Ascension* hits stores in March 2013.

Next up, developer Ubisoft demonstrated its new title *Assassin's Creed III*. Set at the time of the American Revolution, this latest *Assassin's Creed* title grows beyond the already exciting open-world stealth and action of its predecessors to allow for naval combat. Players take command of their own sailing vessel, steering the ship and controlling the gun crews, as they face off against British vessels on the high seas. Realistic wave and weather action is modeled by the game's powerful graphics engine. Combat is period-appropriate, even allowing different ammunition types for a ship's cannons, as well as ship-to-ship boarding in the midst of combat.

Assassin's Creed III arrives in stores in October 2012.

Ubisoft also showed *Far Cry 3*, the latest in its popular first-person shooter series. The company confirmed *Far Cry 3*'s open-world, high-octane setting, and surprised the crowd by announcing a four-player cooperative gameplay mode. Co-op gameplay has become a popular industry trend—especially in action games—and Ubisoft's demo illustrated the high level of teamwork and communication needed to succeed in *Far Cry 3*.

SCEA also demonstrated plenty of new innovations for its portable system, the PlayStation Vita. Cross-platform compatibility with the PS3 was a highlight of the conference, with SCEA announcing that the two consoles can communicate in a variety of ways. One prime example: new downloadable content for *LittleBigPlanet 2*, which allows players to connect the two systems while playing the game and to use the Vita as an enhanced controller. In addition, SCEA announced a new Vita color, Crystal White, which includes *LittleBigPlanet 2* in a single-package deal.

Another cross-platform game for PS3 and Vita, *PlayStation All-Stars Battle Royale*, features SCEA's signature characters in epic multiplayer combat. Players accumulate energy by fighting against each other, and then they can unleash that energy to defeat opponents and rack up points. Characters in *PlayStation All-Stars Battle Royale* include such famous faces as Nathan Drake of the *Uncharted* series, *BioShock*'s Big Daddy, and *God of War*'s Kratos—among many others. *PlayStation All-Stars Battle Royale* comes out this holiday season.

Traditional games were not the only things on SCEA's press conference menu. The company also discussed its PlayStation

Plus and PlayStation Mobile user services. PlayStation Plus allows players to download and play a large library of games for a small monthly fee. PlayStation Mobile—formerly PlayStation Suite—allows access to the PlayStation Network via smart phones and tablets. SCEA named Taiwanese manufacturer HTC as the second hardware developer (apart from Sony itself) to offer smart phone access to PlayStation Mobile. SCEA also announced that the PlayStation Network will host more than 200 new game titles in the upcoming year. Music, movies, sports, and television will debut on the network as well, via a variety of popular web and mobile services.

Finally, SCEA debuted an entirely new hardware technology called Wonderbook. Based in part on the augmented reality technologies behind the PlayStation Move motion controller, Wonderbook provides users with a unique and innovative way for children to experience books. Using the PlayStation Eye camera and the Wonderbook tablet, readers can become part of the story as they read, affecting the action as it happens. One of the most exciting announcements to accompany this new technology is the participation of Harry Potter novelist J.K. Rowling, whose *Book of Spells* is the first original Wonderbook title. In *Book of Spells*, readers can learn about and participate in wizard training at Harry Potter's Hogwarts School, delving deeper than ever before into that world. In addition to many new fictional titles, the Wonderbook features non-fiction books, opening new pathways for children to research and learn about real-world topics.

The products shown at SCEA's E3 press conference demonstrate the company's commitment to innovation and its drive to integrate between screens in order to provide a more immersive entertainment experience.

CONTINUED FROM PAGE 1

The first Wii U title Nintendo showed was *Pikmin 3*, the anticipated third installment in one of the publisher's most endearing franchises. *Pikmin 3* follows the adventures of the eternally troubled Captain Olimar as he commands an army of cute, plant-like "Pikmin" creatures to help him survive a strange planet. Mr. Miyamoto demonstrated several of the improvements to the series. As he noted, camera positioning was difficult in the GameCube *Pikmin* titles, but *Pikmin 3*'s high-definition output allows greater detail on a single screen. Meanwhile, a persistent map of the environment appears on the just-unveiled Wii U GamePad controller. Players can control up to four different characters and 100 individual *Pikmin* companions—including new Rock *Pikmin*—at once. "We hear that consumers are trending towards easier, 'casual' games," said Miyamoto. "So it's important to show them what deeper games also have to offer."

Fils-Aime then took over to explain that the important thing was not the system itself, but the games that support it. These games, he emphasized, are truly the heart and soul of the Wii U experience. He stressed the unique aspects of the hardware, stating it changes three distinct things: gameplay, interaction with friends, and interaction with the television. He then walked the audience through the Wii U GamePad's functionality in detail. The controller's microphone and camera, dual analog sticks, stylus, built-in headphone jack and speakers, and touch screen were all featured in a video introduction. Up to two GamePads can connect to a Wii U console simultaneously, and standard Wii controllers can also sync for multiplayer action. Adding to the multiplayer fun, the Miiverse social network—introduced this past weekend in a special Nintendo web broadcast—allows players to congregate and share messages



through the Wii U, 3DS, PCs, and smart devices. Additionally, Fils-Aime discussed media partnerships with YouTube, Netflix, Hulu, and Amazon Video.

Fans of Nintendo always hope for a new *Mario* game to accompany new hardware, and this wish comes true this holiday season with *New Super Mario Bros. U*. Not only does the game offer four-player cooperative play, it also features tricky traps and power-ups, including a flying squirrel Mario. Players utilizing the Wii U GamePad can place special blocks onstage to aid partners, create an optimized route to goodies, or get through a stage more quickly.

The spotlight then turned to Nintendo's third-party offerings. First up was Warner Bros. Interactive Entertainment Inc. (WBIE), featuring the upcoming *Batman: Arkham City Armored Edition*. The game makes use of the Wii U GamePad in all-new puzzles and battles. Players can use the GamePad for activities such as manipulating remote-control Batarangs and activating a new super-powered fighting mode.

Next came a new installment in WBIE's popular *Scribblenauts* series, titled *Scribblenauts Unlimited*. This exercise in unbridled creativity puts players back in control of

series protagonist Maxwell and his magical notebook. With the Wii U GamePad, players write words to generate and customize objects before sending them into the play arena. Additional third-party games were shown, featuring Wii U-enhanced editions of current and upcoming titles such as *Tekken Tag Tournament 2*, *Darksiders II*, *Mass Effect 3*, *Aliens: Colonial Marines*, and *Trine 2*.

Music and fitness games were immensely popular on the Wii, which hosted such hits as the innovative *Wii Fit* and mega-hit *Just Dance*. The upcoming *Wii Fit U* continues the trend by making use of the popular Wii Balance Board accessory. However, the addition of the Wii U GamePad allows for an enhanced fitness experience, with added features like an interactive calorie counter and new exercises that utilize the two controllers in tandem. Fils-Aime also showed a new title by Freestyle Games: *SiNG* aims to rope entire crowds into a massive karaoke and dance party experience.

Next, Fils-Aime promised that a webcast on Nintendo's E3 All-Access website would highlight several new Nintendo 3DS titles. Scott Moffitt from Nintendo Sales and Marketing briefly showcased a few 3DS highlights. *New Super Mario Bros. 2* features classic Mario side-scrolling action and power-ups, with a new focus on going for the gold—video footage showed gold-coin-laden levels and even a golden Mario. *Paper Mario: Sticker Star* adds new dimensions to the beloved role-playing series, allowing Mario and companions to strip stickers from the environment and save them for use as resources in combat. Finally, *Luigi's Mansion: Dark Moon* brings back the younger Mario brother for a spooky new adventure in ghost-busting.

Fils-Aime also presented TT Fusion's *LEGO City Undercover*,

which features a crime-fighting motif and many LEGO activities, such as building objects, switching disguises, and utilizing special abilities and powers. The Wii U and 3DS will host different versions of the game, each offering similar themes that gamers of all ages will love.

Ubisoft Entertainment President Yves Guillemot then showcased several of his company's upcoming Wii U titles, including the horror-themed exclusive title *ZombiU*, as well as *Just Dance 4*, the latest in the popular song-and-dance series. *Rayman Legends*, *Rabbids Land*, *Assassin's Creed III*, *Your Shape: Fitness Evolved 2013*, *Sports Connection*, and *Marvel Avengers: Battle for Earth* rounded out Ubisoft's Wii U software lineup.

NintendoLand—a piece of "introductory" software for the Wii U—closed out the presentation. Developer Tatsuya Eguchi explained the game as serving a similar function as *Wii Sports*, which was included with the original Wii and allowed players to quickly adapt to the Wii Remote's unique functions. *NintendoLand* offers a similar Wii U GamePad-powered experience in a social, theme park-styled environment with attractions modeled after Nintendo characters and settings. These games will help players adapt to the GamePad's new features in a fun and colorful setting. Five of the *NintendoLand* games are available to play on the E3 show floor at Nintendo's booth.

When Fils-Aime returned to the stage, he shared some thoughtful words on the current state of gaming technology. He posited that—despite all the buzz about "social technology"—many devices drive people away from the personal contact and interactions that define our human existence. Nintendo's goal with the Wii U goes beyond games: It is designed to bring people together.



New Super Mario Bros. U



CONTINUED FROM PAGE 1

The *Far Cry 3* demo, set around and inside a run-down shanty town, showcased a fluid first-person combat system that encompassed hand-to-hand combat (even underwater), stealth bow-and-arrow combat, and ranged rifle combat. It also demonstrated spectacular graphics, including lush tropical plant life, prowling tigers, and realistic lighting and water effects. This—along with the game's surreal psychological elements—makes it a sure bet with action enthusiasts when it comes out in September.

The conference continued with the announcement of *Tom Clancy's Splinter Cell: Blacklist*. Due in spring 2013, the latest chapter in the Sam Fisher stealth-action saga debuted in a stylish trailer and demo that showed everyone's favorite operative rescuing a

P.O.W. The audience witnessed the kind of takedown that only Sam Fisher can perform—hanging upside down and shooting multiple enemies through a window. The demo illustrated how the game uses the Xbox 360 Kinect's voice command technology to great advantage, allowing players to call out to enemies and lure them within Fisher's deadly range.

After *Splinter Cell*, Ubisoft turned the discussion toward its upcoming Nintendo Wii U titles. Presenters touched upon *The Avengers: Battle for Earth*; *ZombiU*; *Rabbids Land*; *Your Shape: Fitness Evolved*; and *Sports Connection*—all slated as launch titles for the Wii U. The Wii U spotlight was on *Rayman Legends*. An enthusiastic crowd watched as Senior Game Manager Michael Micholic showed multiplayer cooperative play featuring the

titular Rayman and a new playable character named Murphy. Micholic announced that up to five players can join in, and demonstrated how easily the game is controlled via the Wii U GamePad's touch screen. The audience cheered throughout an extended platforming sequence where Rayman helped two of his buddies run a gauntlet of fire and spikes by tapping strategically placed eyeballs in time to a western-rock music track.

After the Wii U demonstration, Producer Francois Pelland showed the latest in the *Assassin's Creed* series, *Assassin's Creed III*. Set in America during the Revolutionary War, this third-person action title asks the question, "Freedom—but for who?" A gripping trailer featured new Native American hero Connor taking down multiple redcoats, and the ensuing demo showed him fighting off multiple enemies armed with muskets and bayonets, performing flying takedowns, and traversing terrain in a variety of acrobatic ways. In response to a question posed via the Internet by a British fan, Pelland said that—despite the historic antagonism between Britain and the American forces during this period—the main enemy in the game remains the Templar Order.

In addition to drastically shifting its setting, *Assassin's Creed III* expands the series' concept to include nautical battles. As shown in the demo, players take the war to the high seas, as Connor becomes captain of his own ship. The game's dynamic weather mechanics turn crystal-clear waters to dark, dangerous swells—ultimately leading to thrilling ship-to-ship combat, giving players full control over both steering and the ship's cannons. The revolution starts for Xbox 360, PlayStation 3, PC, and Wii U on October 13.

The final portion of the Ubisoft conference demonstrated the wide range of game titles coming from the company this year.

After a discussion regarding the entertainment phenomenon of electronic sports (or e-sports), Ubisoft announced an online first-person shooter called *ShootMania Storm*. Ubisoft showcased this fast-paced multiplayer PC action title via a friendly live tournament pitting an all-male team against an all-female team of expert gamers (the ladies lost, three to one). After the high-spirited contest concluded, Ubisoft unveiled the conference's biggest surprise.

Ubisoft successfully kept its newest franchise, *Watch Dogs*, under wraps until the pre-E3 conference, so attendees were the first to witness its debut. This new third-person action game taps into humanity's paranoia regarding technology, and nurtures the suspicion that people will eventually become nothing more than easily manipulated data signatures. The demo showcased the naturalism of the game's characters—outdone only by its lighting, weather, and animation effects. The hero, an undercover agent, searched for a murderer at an art opening. As he moved through the crowd, an icon appeared above every person's head, displaying names, occupations, income levels, and criminal records. Further, the hero manipulated cell phone signals and traffic lights to strategically interrupt conversations and trigger auto accidents. Details regarding *Watch Dogs* release date and platforms remain unannounced.

Ubisoft's 2012 game lineup taps into everything human: love of music and dance; fascination with history and politics; and the need for humor and joy. Based on what Ubisoft unveiled during the conference, the truth of the company's 2012 motto will soon be apparent to gamers and publishers alike: "Life is the fuel that powers the games."



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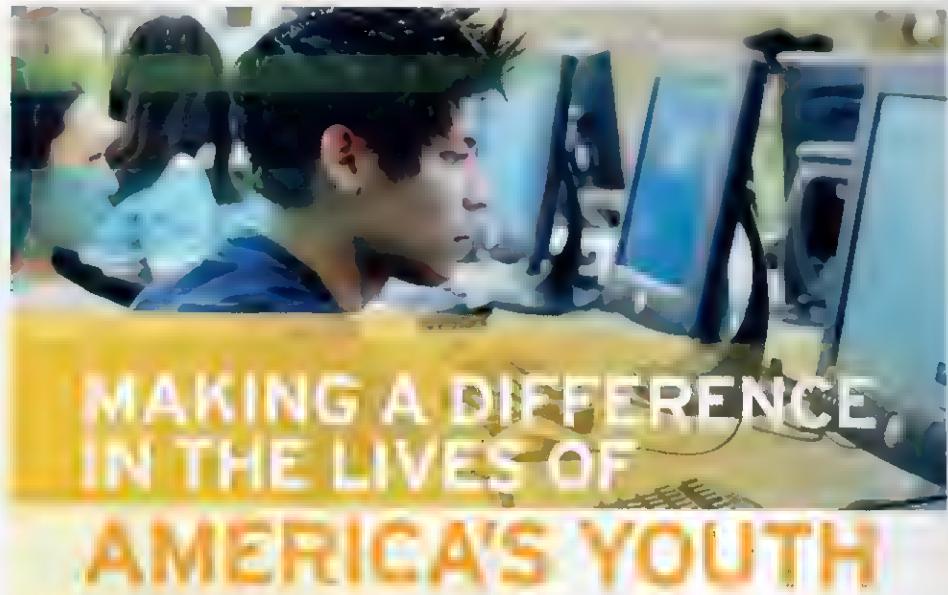
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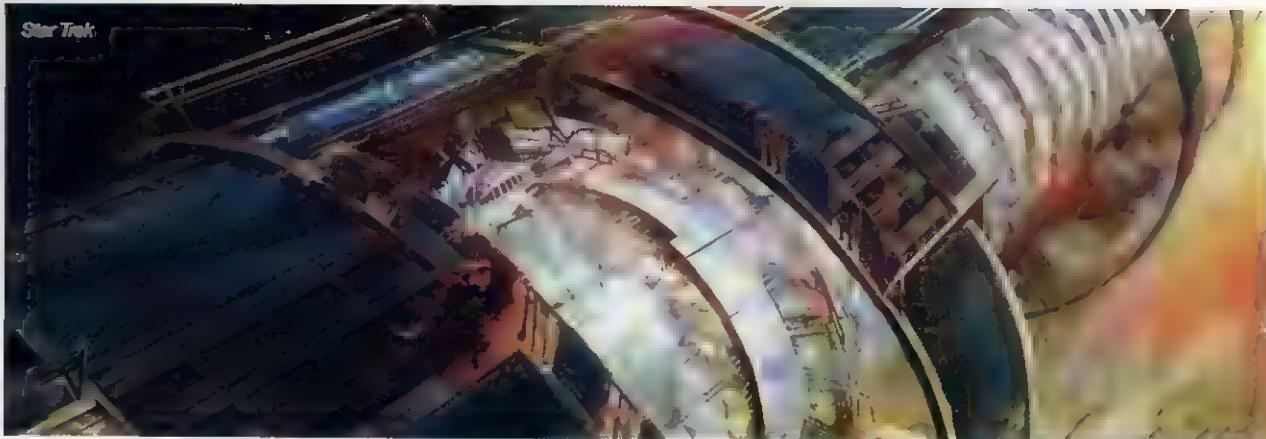
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TREK, TAG, AND MANGA

NAMCO BANDAI'S LINEUP GIVES MANGA-LOVERS AND MONSTER-FIGHTERS NEW WAYS TO MULTI-PLAY

This year, Namco Bandai Games America Inc. gives *Tekken* players even more reason to take the challenge. *Tekken Tag Tournament 2* boasts more than 50 characters with expanded move sets, and a host of new stages set in exotic locations around the world. *Tekken* invented tag-based battle, and it remains the core of *Tekken Tag Tournament 2*. This time, however, players can enjoy one-on-one fights, and veteran fighters can show newbies how to play in the game's new solo fighter vs. tag-team mode. In addition, the new Fight Lab mode gives players the opportunity to own and customize their own Combat training character, and the new Pair Play mode brings together up to four players in the ultimate team battle. Due out September 2012 for Xbox 360 and PlayStation 3, *Tekken Tag Tournament 2* also features innovative online functionality for fierce online multiplayer matches.

E3 attendees can also explore Namco Bandai's groundbreaking

take on the director J.J. Abrams' *Star Trek* film. In the company's new co-op action game *Star Trek*, players take on the roles of iconic characters Mr. Spock and James T. Kirk, working together to overcome a variety of challenging situations. The game offers an original story by BAFTA award-winning writer Marianne Krawczyk and the writing/producing team behind the new *Star Trek* films. Players will enjoy an "asymmetrical co-op" experience, which enables them to tap into Spock and Kirk's unique abilities, as well as a loadout of signature weapons that would impress any 23rd-century explorer. *Star Trek* will be available in 2013 for Xbox 360, PlayStation 3, and PC.

Next up, multiplayer gets merciless in *Dark Souls: Prepare to Die Edition*. On August 24, the now-cult classic is coming to PC digital download with—as Creative Director Hidetaka Miyazaki puts it—"...more ways to die over and over again than ever before." This special edition features a new

chapter called "Artorias of the Abyss," and tells the story of the Dark Knight Artorias. It also fine-tunes *Dark Souls*' renowned open-world intensity for PC gamers, with unique online components and an enhanced player-versus-player combat mode.

Storytelling is a big focus for Namco Bandai, evidenced by three story-centric titles that spring from much-beloved manga and anime franchises. Later in 2012, *One Piece: Pirate Warriors* invites players to enter the quirky anime world of *One Piece*. As Luffy, Zoro, and Sanji, players will have fun fighting pirates using a control scheme borrowed from the popular and fast-paced *Dynasty Warriors* action series.

In 2013, PlayStation Network gamers will be able to download the story of a young boy trying to bring his mother back from the dead in *Ni no Kuni: Wrath of the White Witch*. This heartwarming role-playing game—made in collaboration with legendary

animation house Studio Ghibli—offers a hybrid approach to combat, with real-time and turn-based elements.

Finally, in October 2012, *DragonBall Z* fans will celebrate the release of *DragonBall Z* for Kinect. In this new version, players can unleash their favorite comic characters (from more than 50), and take part in epic battles from the original manga series. The game features never-seen-before anime footage and an entirely new character, as well as allowing fans to use special QR codes to unlock characters and power-ups. As the title implies, it will be available solely for the Xbox 360's Kinect.

Gamers looking to experience the epic world of art in the Namco Bandai booth at E3—lurking in the exotic settings of *Tekken Tag 2*, exploring the galaxies of *Star Trek*, and traversing the richly imagined worlds of manga.



THE WALKING DEAD

14

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EPISODE TWO: STARVED FOR HELP COMING SOON

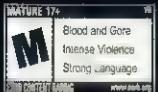
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CRYYSIS 3 FIRES BACK

CRYTEK'S LATEST SHOOTER SET IN "URBAN RAINFOREST"

The *Crysis* series from Crytek GmbH is consistently one of the most popular first-person shooters on gamers' lists. At E3 this year, the Frankfurt, Germany-based developer aims to continue its beloved series with *Crysis 3*, and E3 attendees get a preview of the title in advance of its February 2013, release. The series garnered strong reviews and sales alike for its extraordinarily detailed and realistic visuals that immerse players in a universe where the powerful Nanosuit allows unique forms of interaction with enemies and the world around them.

"*Crysis* is Crytek's flagship franchise, and we felt there was scope for a new *Crysis* that brought together the most popular elements of the original *Crysis* and *Crysis 2* whilst adding new things into the mix," explains Cevat Yerli, co-founder and CEO of Crytek. "So *Crysis 3* has that width of the original game, the verticality of *Crysis 2*, and a striking new setting in the New York City Liberty Dome. Players will be seeing a lot of new things for the first time, but the foundational elements that make *Crysis* games such a unique experience remain intact."

The New York City Liberty Dome is a new environment for the series, and it offers a familiar and iconic urban setting with the unexpected addition of increasingly dense foliage as the

crisis continues. *Crysis 3* picks up more than 20 years after the conclusion of the previous adventure, with hero Prophet breaking free from imprisonment and setting his sights on revenge against both the corrupt CELL Corporation and the alien Ceph race. Since the previous quest, CELL encased many major cities in Nanodomes, which CELL claims is to eliminate the presence of the Ceph within.

"The giant Nanodome covering New York City is known as the Liberty Dome, and that's where *Crysis 3* is set. Within the Liberty Dome, the nanotechnology has brought about rapid plant growth—which has turned the city into a sort of sprawling rainforest," says Yerli. "As they explore, players will encounter what we've labeled the 'Seven Wonders.' These are seven unique environments: a veritable urban rainforest teeming with overgrown trees, dense swamplands, raging rivers, and more... and each one has a feel all its own."

According to Yerli, the unique environments feed into the "Assess, Adapt, and Attack" mantra of the series, with the plant-covered terrain allowing for distinct interactions that he calls "the ultimate sandbox shooter." *Crysis 3* also introduces a brand-new weapon in the form of the lethal composite bow. "It's



a weapon that Prophet can fire while he's cloaked," Yerli notes. "And it can also be modified to incorporate multiple warheads that offer additional stealth options, or something a little more explosive, electric, and more." Prophet can also wield alien weaponry for the first time in the series.

In addition to the single-player campaign, the game includes an online multiplayer component that will be further detailed at a later date. *Crysis 3* is featured at publisher Electronic Arts' booth at E3, with a new level called "Dambusters" being shown from the campaign. *Crysis 3* will ship on Xbox 360, PlayStation 3, and PC.

NATSUME'S SURF AND TURF

LINEUP OFFERS CUSTOM FUN ON LAND AND SEA

The Natsume Inc. series *Reel Fishing* offers the next best thing to real-world fishing—and this summer, at-home anglers cast their lines into the briny deep in *Reel Fishing: Ocean Challenge*. Gamers will enjoy lush maritime environments and the deepest *Reel Fishing* experience yet as they chase 20 different kinds of fish in more than 40 missions. Hiro Maekawa, president and CEO at Natsume, said, "With the vast ocean as the backdrop, there really is no limit to what kind of fishing experience you'll have!" *Reel Fishing: Ocean Challenge* will be available via Nintendo WiiWare download.

Natsume has fun planned for anglers as well, as it celebrates the 15th anniversary of the *Harvest Moon* series. This winter, *Harvest Moon: A New Beginning* for the Nintendo 3DS adds new animals, crops, and characters,

and gives would-be farmers more customization options than ever before. "We're extremely excited to be bringing *A New Beginning* to the North American audience," says Maekawa. "The focus *A New Beginning* has with its many new customization features will please both veterans of the series and new players alike."

Natsume will also introduce *Project Happiness* (working title) for the Nintendo 3DS and mobile platforms. The company is keeping game details under wraps for now, but hints that the new title will "... warm the hearts of gamers young and old!"

Fishing and farming fans—and anyone who likes a new challenge—should head for Natsume's booth at E3 this year to see what adventures are in store for 2012.



Alienware M14x

Nyko Free Fighter



PERIPHERAL VISION

ALIENWARE AND NYKO TECHNOLOGIES DEBUT HOT NEW HARDWARE

In addition to software, E3 remains the worldwide premiere annual showcase for computer and video game hardware manufacturers. At E3 this year, industry heavyweight Nyko Technologies offers a lineup that includes pulse-pumping peripherals for a range of platforms and genres. The Tablet Controller, for example, is specially designed for Android-based tablets, enabling console-like controls for twitch-based gaming. In addition, Nyko's Free Fighter for PlayStation 3 is an arcade-quality fight stick with eight face buttons and a removable analog stick (for ambidextrous or left-handed gamers), while the Pro Grip is a hard protective case that brings both a second analog stick and a rechargeable battery pack to Nintendo's 3DS hardware.

Alienware—with its consistently top-rated gaming PCs—has three sleek new laptops on display at this year's show. The Alienware M14x

comes in at a svelte 6.5 lbs., and features an NVIDIA GeForce GT 650M graphics engine, giving it the most advanced graphics to date in a 14-inch form factor. Bump up to the Alienware M17x, with its optional 17.3-inch 3D display and up to 32 gigabytes of memory, and the hardware becomes even more dynamic. Finally, the M18x is Alienware's flagship gaming laptop, equipped with up to 200 watts of mobile graphics power, and dual AMD Radeon HD or NVIDIA GeForce graphics cards. The M18x is the first laptop to offer dual AMD Radeon HD 7000m series graphics, which complement its 18.4-inch HD 1080p backlit LCD display and cool-to-the-touch anodized aluminum shell.

Those looking to rev-up their gameplay experiences will not want to miss the latest, hottest innovations in hardware and peripherals in the Alienware and Nyko booths at E3.



World of Tanks

TANKS, WARPLANES, AND BATTLESHIPS

WARGAMING.NET TAKES MILITARY SIMS TO NEW FRONTIERS

The success of Wargaming.net's *World of Tanks*, the MMO that enthralled over 18 million registered players around the globe last year, demonstrates that competitive multiplayer action in real-world military tanks and armored vehicles is a definite winning combination.

In 2012, the company offers free expansions to *World of Tanks*, and extends this proven formula to both the sea and the sky via its online portal at www.wargaming.net.

World of Warplanes for PC heightens the theme of true-to-life military vehicles engaged in large-scale combat—but this time, the battles go into the stratosphere. Players can pick from three primary aircraft classes, carefully arming them with ammo of their choosing before

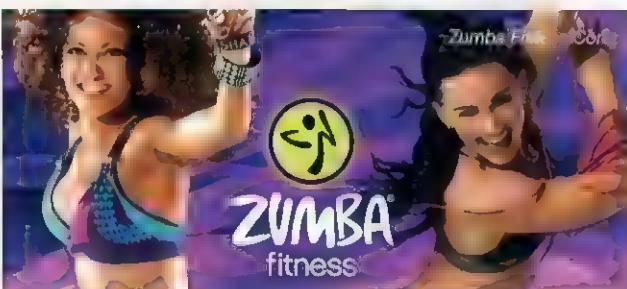
taking them into wild dogfights. Realistic weather rendering, a strategic damage system, and an advanced flight model make *World of Warplanes* a hotly anticipated free-to-play military MMO.

Beneath the skies lies the deep blue sea, where the theatre of *World of Battleships* plays out for PC gamers. A host of 20th-century ships are available for players to command in this free-to-play naval MMO. Giant, player-staffed fleets clash in large-scale, high-stakes ocean warfare, where teamwork and strategy are crucial.

By expanding *World of Tanks*—plus taking the franchise into air and sea battlegrounds—Wargaming.net offers true-to-life military strategy to an ever-increasing world of game fans.

MAJESCO ANNOUNCES NBA BEATS, ZUMBA FITNESS CORE

PUBLISHER'S ATHLETIC TITLES BUILD REAL WORLD SKILLS



With its strong track record in building gamers' real-world physical strength and skill, New Jersey-based video game publisher Majesco Entertainment's latest titles include *NBA Baller Beats*, a motion-based rhythm game, and *Zumba Fitness Core*, the sequel to 2011's *Zumba Fitness*. The games will be available for the Xbox 360's Kinect, with *Zumba Fitness Core* also coming for the Nintendo 3DS. E3 marks *NBA Baller Beats'* first public debut and hands-on

gameplay opportunity, after an initial announcement in April 2012.

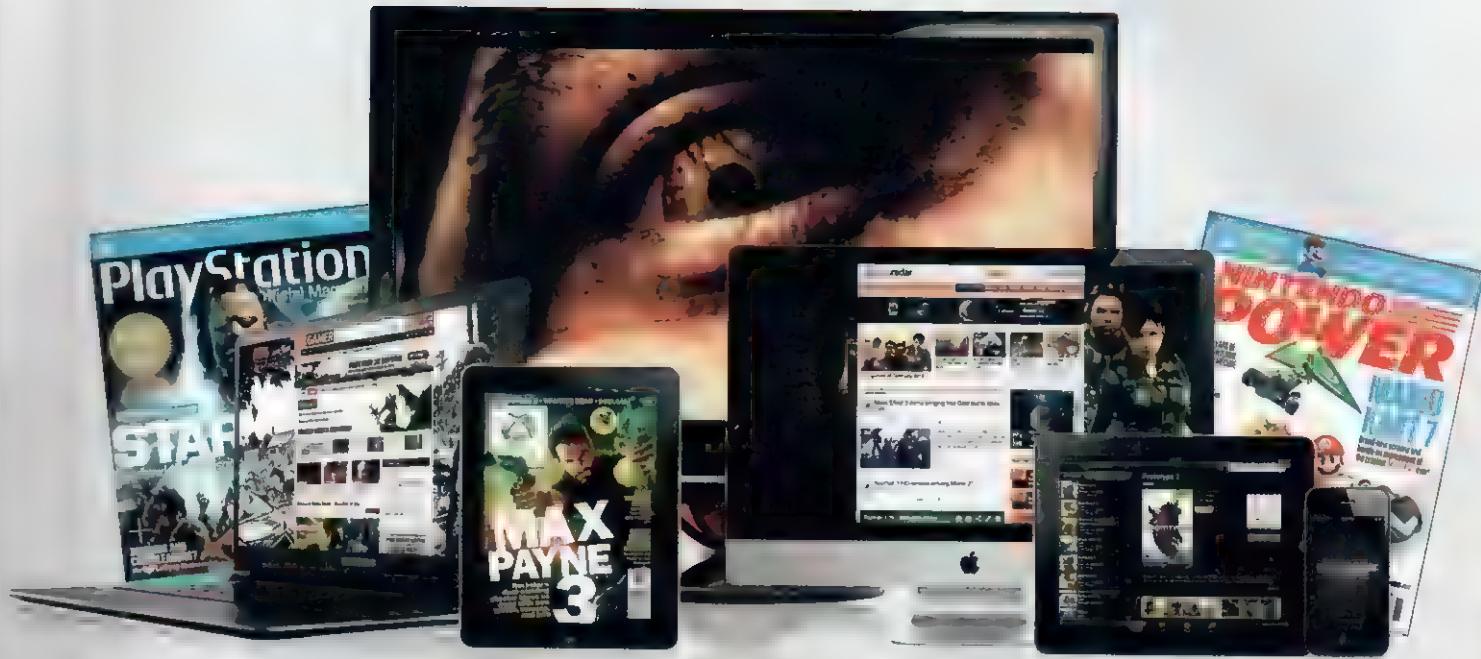
Zumba Fitness Core differentiates itself from its six-million-unit selling predecessor by focusing exclusively on the player's core. The title features dance-focused workouts that offer intricate choreography and celebrity instructors. *Zumba Fitness Core* is currently under development at England-based Zoë Mode, and is slated for a fall 2012 launch.

NBA Baller Beats lets players use a real basketball to learn fundamental skills like ball-handling, crossovers, behind-the-back passes, and many of the other difficult moves that NBA players execute so flawlessly. As gamers' skills improve, they gain access to unlockables such as posters, 100 NBA-related images, and videos of real basketball players making their signature moves. The soundtrack spans several decades and genres, from hip-hop to classic rock, adding to the entertainment value and

sheer fun of the game. Due out in September 2012, Majesco notes that *NBA Baller Beats* is the first game since 2011's *Rocksmith* that allows players to learn a skill using real-world objects.

Seamlessly blending interactive fun with real-world sports skill-building, Majesco's newest entries in the sports genre certainly showcase the transformative power of games.

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PlayStation.
The Official Magazine

PC GAMER

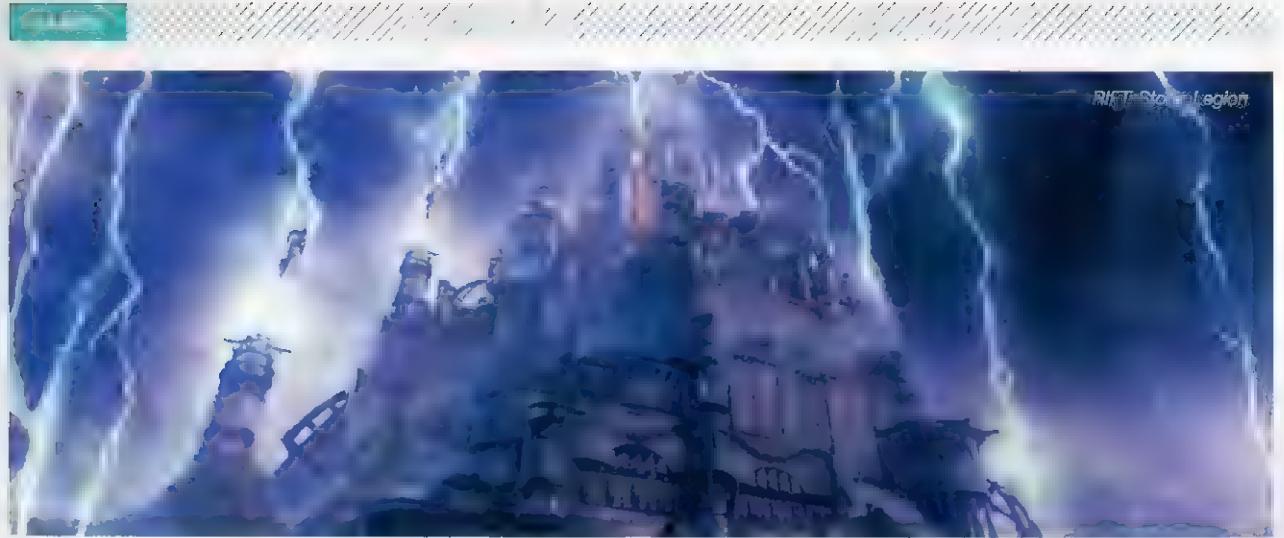
NINTENDO
POWER

CVS

EDGE

PC GAMER





MMO EVOLVED

TRION WORLDS REDEFINES THE MASSIVELY MULTIPLAYER

The release last year of massively multi-player online PC game *RIFT* propelled Trion Worlds, Inc. into the top echelon of MMO publishers. Both critically and popularly acclaimed, *RIFT* dominated the MMO space—and it stands poised to extend the genre once again with its brand-new expansion *RIFT: Storm Legion*. As Executive Producer Scott Hartsman explains, the expansion's focus is storytelling. "We're enhancing a new gameplay type called 'Instant Adventure' in order to make MMOs what they really should be," says Hartsman.

Instant Adventure builds on *RIFT*'s existing gameplay and encourages players to complete adventure chains cooperatively, without the need for formal groups. Furthermore, small on-demand dungeons called Chronicles enable solo players and small groups to see a level of content usually reserved for larger, 20-person raids. Along with these story-centric features, *Storm Legion* brings players two new continents, 10 new levels, 100-player

"Behemoth" boss fights, guild houses, and all the crafting, mounts, gear, abilities and quests that they have come to expect. Trion Worlds has not announced a launch date for *Storm Legion*, but demos are available on the E3 show floor.

Not satisfied with innovating solely within the MMO genre, Trion Worlds also extends the genre through its creation of MMO/real-time-strategy hybrid *End of Nations*. Due out on PC later in 2012, the game takes place on Earth after a global financial collapse. The United Nations has gone from a mediating body to an oppressive regime, and two powerful factions rise to fight it—and each other—for the right to determine the future of humanity. Players choose from four classes: Spartan, Patriot, Phantom and Wraith, defined by their use of long-range weapons, stealth, heavy firepower or hit-and-run tactics. Unprecedented unit customization allows players to tailor their companies to precisely fit their individual play



styles, not to mention dominate during the game's epic-scale 56-player battles. By combining the persistence, customization and social aspects of an MMO with the action of an RTS, *End of Nations* promises a uniquely strategic MMO experience.

Trion Worlds' third upcoming MMO gives new meaning to the word "multiplatform." *Defiance*, developed in partnership with the SyFy Channel, aims to create a synergy between an online game and a television show—the likes of which neither industry has ever seen. *Defiance* unfolds in the near-future, on an Earth floundering in the aftermath of a universal war. Beset by alien refugees, humanity struggles to rebuild its fractured society in a threatening and unfamiliar world.

The game combines the community tools and visceral action of a shooter with the persistence, scale and customization of an MMO. Both the game and the television show

(with cast members hailing from hit series like *True Blood*, *Dexter*, and *Warehouse 13*) will evolve together over time to create a compelling new cross-platform entertainment experience. As *Defiance* Senior Producer Rob Hill puts it, "The goal of *Defiance* is that if people participate in both the game and television show, they get a much deeper and more immersive experience into the whole universe." *Defiance*'s release date is not set, but Trion Worlds is presenting "Arkfalls," the centerpiece of the game's dynamic content system, at its E3 booth.

Trion World's new properties at E3 demonstrate the company's willingness to constantly innovate and re-imagine the MMO gamespace. *RIFT*'s new Instant Adventure capabilities, the compelling MMO/RTS combination of *End of Nations*, and the jaw-dropping cross-platform concept of *Defiance* are likely to earn Trion World even more accolades in the years to come.

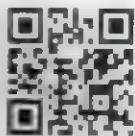


E3 MOBILE APPLICATION

Download the official E3 2012 app today.

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is easy! For iPhone, iPad or iPod Touch users,
visit the App Store and search for E3 2012.
For all other web-enabled phones, point your
phone's browser to: m.core-apps.com/E32012

Or scan this:





E3 2012 SHOW INFORMATION

ATM / Cash Machines

- South Hall Lobby.
- Concourse Walkway, Level 1 (between South and West Halls).
- West Hall Lobby, across from the Galaxy Café.

Baggage & Coat Check

- South Hall Lobby.
- West Hall Lobby.

Business Center

- Operated by the Los Angeles Convention Center (LACC).
- Concourse Walkway, Level 1 (between South and West Halls).

E3 Information Counters

- South Hall Lobby.
- West Hall Entrance.
- Please stop by our Information Counters if you have questions, or need assistance.

E3 Show Management Office

- West Hall, Level 2, Room 509.

Exhibitor List and Profiles

- Please refer to pages 34-54 of this publication, or refer to www.E3Expo.com.

Exhibit Hall Maps

- Please refer to pages 24-31 of this publication.

First Aid

- South Hall Lobby.
- West Hall Lobby.
- In case of emergency, dial 3000 on any LACC house telephone.

Food Services

- Galaxy Court—Level 1, West Hall Lobby.
- Compass Café—Overlooking South Hall Lobby.
- Concession stands are available in South and West Halls.
- A variety of food carts are available along the outdoor Concourse Walkway (outside Galaxy Court).
- Starbucks Coffee South—Adjoining Compass Café seating area.
- Starbucks Coffee West—Level 1, behind Galaxy Court.
- Big Daddy's BBQ food cart—Petree Plaza.

Hotel Information Counter

- South Hall Lobby (adjacent to registration).

Hotel Shuttle Buses

- For a complete list of shuttle routes and hotels, please refer to page 22.

Into the Pixel 2012

- Concourse Foyer.
- Juried art exhibition showcases the art and artists behind the games.

International Lounge

- South Hall, Level 2 between 300 and 400 Meeting Rooms.

International Registration (for all non-U.S. residents)

- South Hall Lobby.
(Interpreter Services available.)

Internet Access

- Wireless hotspots are available in the West Lobby (Galaxy Cafe area) and South Lobby (Compass Cafe area). The cost is \$19.95 per day. Please look for the wireless network "E3 2012".
- Computers with Internet are available at the LACC Business Center.

Interpreters

- Foreign-language interpreters are available at International Registration, located in the South Hall lobby.

Lost & Found

- E3 Show Management Office (West Hall, Level 2, Room 509).

Media Center

- Petree Hall (Level 1, adjacent to West Hall Lobby).
- Media Registration, Working News Room and Media Hospitality Lounge.

- Open to qualified registered media only.
- Also available: VPO / PR Newswire.

Official E3 Merchandise Store

- South Hall Lobby.
- From T-shirts, hats and bags, to kids' wear, outerwear, travel mugs (and much more). Get your E3 gear at the official E3 Merchandise Store.

Publication Distribution Center

- In addition to the many exhibitors distributing publications from their booths, the following industry-related publications are available in South and West Hall Lobbies:

*Dealerscope
Edge
Electronic Gaming Monthly
Game Career Guide
Game Developer Magazine
Game Informer Guide
Key Players
KidScreen Magazine
Macworld
MCV
Nintendo Power
Official XBOX Magazine
PC Gamer
PCWorld
PlayStation: The Official Magazine*



2012

SHOW INFORMATION

Registration: Attendees

- South Hall Lobby.

Registration: Exhibitors

- Kentia Hall Foyer (take escalators down from South Hall Lobby).

Registration: Media

- Petree Hall (in Media Center).

Security Offices

- South Hall—Adjacent to exhibit floor entrance.
- West Hall—Level 1, next to elevators.

Show Management Office

- West Hall, Level 2, Room 509.

Shuttle Buses

- E3 attendees who have booked in the official E3 Hotel block receive a complimentary shuttle bus wristband for transport to and from the show.
- Shuttle bus wristbands are available for \$75 in the Show Office (West Hall, Level 2, Room 509). For a complete list of shuttle routes and hotels, please refer to page 23.

Smoking

- Smoking is not permitted at the Los Angeles Convention Center during E3.
- Thank you for your cooperation.*

Taxis

- West Hall (exit Main Entrance).
- South Hall (exit from Lobby, past First Aid, and onto Pico Drive).

Video Games Live

- Wednesday, June 6, 8:00 p.m.
- Nokia Theatre at L.A. LIVE.
- Tickets available in South Hall Lobby.

Wheelchairs

- To obtain a wheelchair, please go to a First Aid Station (located in South and West Lobbies). Note: motorized wheelchairs must be ordered in advance for a fee.



HERE'S AN APP FOR THAT

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2012
E3 2012

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For all other web-enabled phones, point your phone's browser to m.core-apps.com/E32012

Or scan



SHOW SCHEDULE

	TUESDAY	WEDNESDAY	THURSDAY
EXHIBIT FLOOR:	12:00 p.m. - 6:00 p.m.	10:00 a.m. - 6:00 p.m.	10:00 a.m. - 5:00 p.m.
REGISTRATION:	8:00 a.m. - 6:00 p.m.	8:00 a.m. - 6:00 p.m.	8:00 a.m. - 5:00 p.m.
MEETING ROOMS:	12:00 p.m. - 6:00 p.m.	9:00 a.m. - 6:00 p.m.	9:00 a.m. - 5:00 p.m.



2012



LOS ANGELES HOTEL INFORMATION

HOTEL NAME	ADDRESS	DISTANCE FROM LACC MILES / KILOMETERS	SHUTTLE ROUTE
BEVERLY HILLS			
Beverly Hilton	9876 Wilshire Boulevard, Beverly Hills, CA 90210	10.9 / 17.5	9
Beverly Wilshire, A Four Seasons Hotel	9500 Wilshire Boulevard, Beverly Hills, CA 90212	10.3 / 16.6	9
Montage Beverly Hills	225 North Canon Drive, Beverly Hills, CA 90212	10.5 / 16.9	9
DOWNTOWN			
Hilton Checkers Hotel	535 South Grand Avenue, Los Angeles, CA 90071	1.2 / 1.9	3
The Historic Mayfair	1256 West 7th Street, Los Angeles, CA 90017	1.2 / 1.9	4
JW Marriott at L.A. Live	900 West Olympic Boulevard, Los Angeles, CA 90015	Adjacent	Walking Distance
Kawada Hotel	200 South Hill Street, Los Angeles, CA 90012	1.67 / 2.69	2
Kyoto Grand Hotel & Gardens	120 South Los Angeles Street, Los Angeles, CA 90012	2.9 / 4.67	2
Los Angeles Athletic Club	431 West Seventh Street, Los Angeles, CA 90014	1.1 / 1.8	3
Los Angeles Marriott Downtown	333 South Figueroa Street, Los Angeles, CA 90071	1.13 / 1.82	1
Luxe City Center Hotel	1020 South Figueroa Street, Los Angeles, CA 90015	1 block	Walking Distance
Millennium Biltmore Hotel	506 South Grand Avenue, Los Angeles, CA 90071	1.2 / 1.9	3
Miyako Hotel Los Angeles	328 East 1st Street, Los Angeles, CA 90012	3.03 / 4.88	2
The O Hotel	819 South Flower Street, Los Angeles, CA 90017	3 blocks	4
Radisson Hotel Los Angeles at USC	3450 South Figueroa Street, Los Angeles, CA 90007	1.8 / 2.9	5
Ritz Milner	813 South Flower Street, Los Angeles, CA 90017	3 blocks	4
Ritz-Carlton Los Angeles	900 West Olympic Boulevard, Los Angeles, CA 90015	Adjacent	Walking Distance
Sheraton Los Angeles Downtown Hotel	711 South Hope Street, Los Angeles, CA 90017	5 blocks	3
The Standard Downtown Los Angeles	550 South Flower Street, Los Angeles, CA 90071	5 blocks	1
Westin Bonaventure Hotel & Suites	404 South Figueroa Street, Los Angeles, CA 90071	1.1 / 1.77	1
HOLLYWOOD			
Hollywood Roosevelt Hotel	7000 Hollywood Boulevard, Hollywood, CA 90028	9.13 / 14.69	6
Renaissance Hollywood Hotel	1755 North Highland Avenue, Hollywood, CA 90028	8.69 / 14.31	6
The W Hotel Hollywood	6250 Hollywood Boulevard, Hollywood, CA 90028	7.5 / 12.07	6
SANTA MONICA			
Le Merigot JW Marriott Beach Hotel	1740 Ocean Avenue, Santa Monica, CA 90401	14.5 / 23.3	10
Loews Santa Monica Beach Hotel	1700 Ocean Avenue, Santa Monica, CA 90401	14.5 / 23.3	10
UNIVERSAL CITY			
Beverly Garland's Holiday Inn	4222 North Vineyard Avenue, Universal City, CA 91602	11.7 / 18.9	8
Hilton Universal City	555 Universal Hollywood Drive, Universal City CA 91608	11 / 17.70	8
Sheraton Universal	333 Universal Hollywood Drive, Universal City CA 91608	11.5 / 18.51	8
WESTSIDE			
Hyatt Regency Century Plaza	2025 Avenue of the Stars, Universal City, CA 90067	10.5 / 16.9	7
InterContinental Century City	2151 Avenue of the Stars, Los Angeles, CA 90067	10.2 / 16.4	7



2012

LOS ANGELES CONVENTION CENTER
June 5 – 7, 2012

Shuttle Information

Complimentary shuttle service is provided between the Los Angeles Convention Center (LACC) and the following hotels:

Hotel	Route	Shuttle Boarding Location at Hotel
Beverly Garland's Holiday Inn	8	Curbside in Front of Hotel
Beverly Hilton	9	Bus Cutout on Wilshire Blvd.
Beverly Wilshire, A Four Seasons Hotel	9	Curbside on El Camino
Hilton Checkers Hotel	3	Walk to Millennium Biltmore – Grand Ave. Entrance
Hilton Universal City	8	Front Entrance - Circle Drive
Hollywood Roosevelt Hotel	6	Curbside on Hollywood Blvd.
Hyatt Regency Century Plaza	7	Curbside on Avenue of the Stars
Intercontinental Los Angeles	7	Curbside on Avenue of the Stars
Kawada Hotel	2	On 2nd Street - Corner of Hill
Kyoto Grand Hotel & Gardens	2	Curbside on Los Angeles Street
Le Merigot JW Marriott Beach Hotel	10	Curbside in Front of Hotel
Loews Santa Monica Beach Hotel	10	Curbside in Front of Hotel
Los Angeles Athletic Club	3	Curbside on Olive
Los Angeles Marriott Downtown	1	Walk to Westin Bonaventure – Curbside on Figueroa St.
Historic Mayfair Hotel	4	Curbside on 7 th Street
Millenium Biltmore Hotel	3	Curbside on Grand Ave. – End of Driveway
Miyako Hotel Los Angeles	2	Curbside in Front of Hotel
Montage	9	Walk to Beverly Wilshire – Curbside on El Camino
Radisson Hotel Los Angeles at USC	5	Front Entrance
Renaissance Hollywood Hotel & Spa	6	Johnny Grant Way (Side Doors)
Ritz Milner	4	Curbside in Front of Hotel
Sheraton Los Angeles Downtown Hotel	3	Curbside on Hope
Sheraton Universal	8	Main Entrance – Outer Circle
The O Hotel	4	Curbside in Front of Hotel
The Standard Downtown Los Angeles	1	Across Street on Flower, NW Corner of 6 th & Flower
The W Hotel Hollywood	6	Curbside in Front on Argyle
Westin Bonaventure Hotel & Suites	1	Figueroa Street Entrance

Hours of Service

Routes 1-5:

Downtown

Tuesday, June 5

10:00 am – 2:00 pm	Every 10-15 minutes
2:00 pm – 4:00 pm	Every 30 minutes *
4:00 pm – 7:00 pm	Every 10-15 minutes

Wednesday, June 6

8:00 am – 11:00 am	Every 10-15 minutes
11:00 am – 4:00 pm	Every 30 minutes *
4:00 pm – 7:00 pm	Every 10-15 minutes

Thursday, June 7

8:00 am – 11:00 am	Every 10-15 minutes
11:00 am – 3:00 pm	Every 30 minutes *
3:00 pm – 6:00 pm	Every 10-15 minutes

* Departs convention center on the hour and half-hour

Routes 1-5 depart from South Hall

Routes 6-10:

Hollywood / Century City / Universal / Beverly Hills / Santa Monica

Tuesday, June 5

10:00 am – 2:00 pm	Every 10-15 minutes
2:00 pm – 4:00 pm	Every 30 minutes *
4:00 pm – 7:00 pm	Every 10-15 minutes

Wednesday, June 6

8:00 am – 11:00 am	Every 10-15 minutes
11:00 am – 4:00 pm	Every 30 minutes *
4:00 pm – 7:00 pm	Every 10-15 minutes

Thursday, June 7

8:00 am – 11:00 am	Every 10-15 minutes
11:00 am – 3:00 pm	Every 30 minutes *
3:00 pm – 6:00 pm	Every 10-15 minutes

* Departs convention center on the hour and half-hour

Routes 6-10 depart from West Hall

Schedule may vary due to traffic and weather conditions

Last bus leaves from hotels 60 minutes prior to end time with no return service.



For Shuttle Information and Special Assistance: (310) 466-4699
Please call at least 60 minutes prior to desired pick-up time.

Transportation Managed By:



Production Transport

Airport Shuttle

Express Service to LAX from LACC West Hall
Purchase tickets at the West Hall Shuttle Information Desk.

Thursday, June 7

Departures at:

1:00 pm, 3:00 pm, 5:00 pm & 7:00 pm

TICKETS: \$10.00 per person



2012

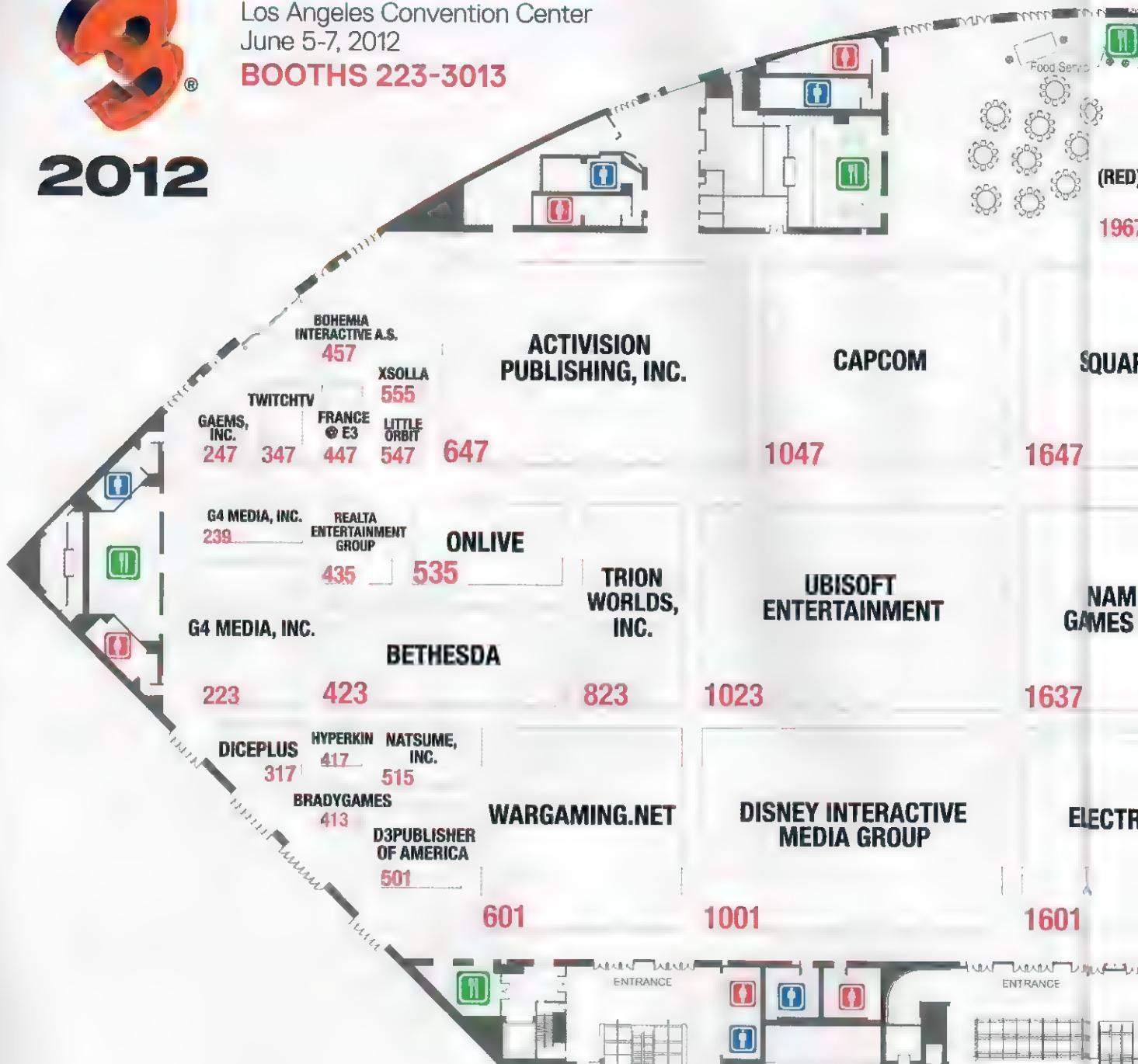
SOUTH HALL EXHIBITS

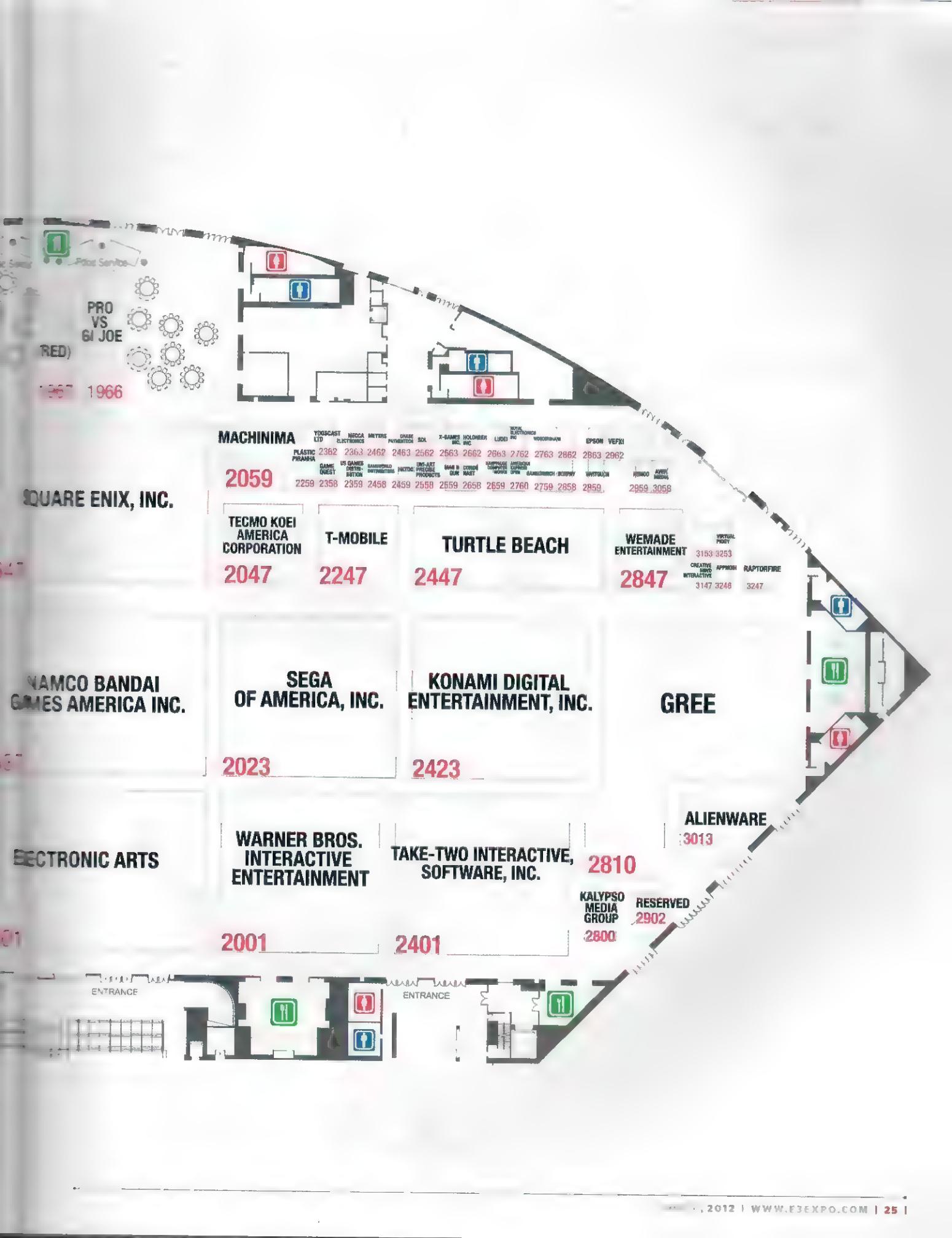
ALL PLANS CURRENT AS OF MAY 9, 2012

Los Angeles Convention Center

June 5-7, 2012

BOOTHES 223-3013



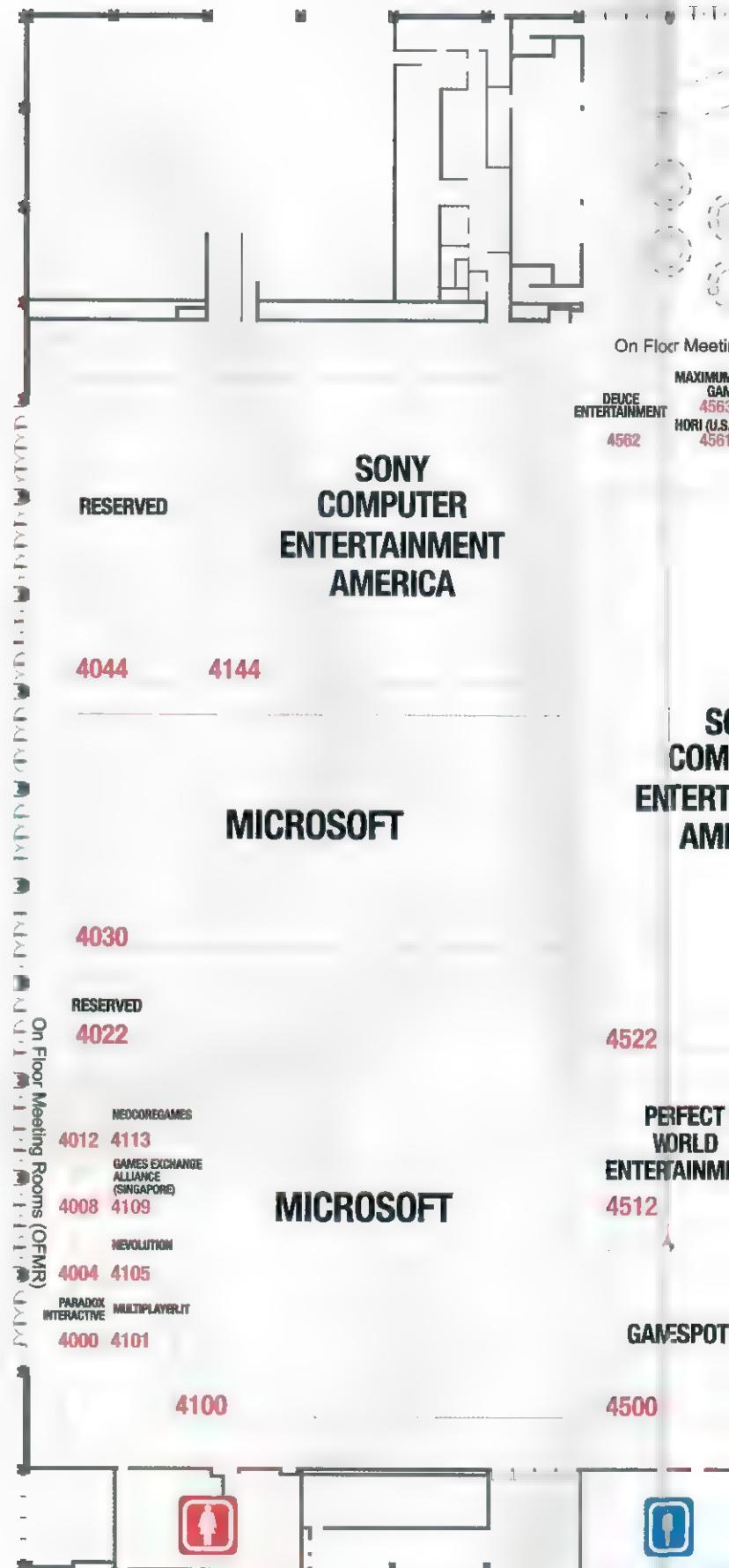




WEST HALL EXHIBITS

ALL PLANS CURRENT AS OF MAY 9, 2012

Los Angeles Convention Center
June 5-7, 2012
BOOTHS 4000-5666



SONY
COMPUTER
ENTERTAINMENT
AMERICA

4044 4144

MICROSOFT

4030

RESERVED
4022

4522

NEOCOREGAMES
4012 4113
GAMES EXCHANGE
ALLIANCE
(SINGAPORE)
4008 4109
REVOLUTION
4004 4105
PARADOX
INTERACTIVE MULTIPLEXER
4000 4101

MICROSOFT

PERFECT
WORLD
ENTERTAINME
4512

4100

4500



FOOD SERVICE



Meeting Rooms (OFMR)

WILLIAMS FAMILY
GAMES GAMEROFT DREAMGEAR
CRUSA, INC. 4761 4762



On Floor Meeting Rooms (OFMR)

RESERVED

5054

NINTENDO OF AMERICA INC.

MAJESCO
ENTERTAINMENT
5662 5666
ROCCAT
INC. SUNFLEX
INNOGAMES EUROPE
GMBH 5652 5654 5656

5244

CTA DIGITAL	FOCUS HOME INTERACTIVE	DYNAMICS INC.
5234	5436	5536
INNEX, INC.	GAMEMASTER	CHINA GAME
5430	5530	5630

POWER A

RAZER PLAYSEAT
5422 5622

4822

5222

PERFECT
WORLD
ENTERTAINMENT

SNAIL
GAMES
USA

INDEX DIGITAL
MEDIA, INC.
(ATLUS)

R.D.S.
INDUSTRIES
INC.

PERFORMANCE
DESIGNED
PRODUCTS

INCOMM

KOTRA

4712

4810

5010

5212

5412

5604

IGN

ENTERTAINMENT

SONY
ONLINE
ENTERTAINMENT

NYKO
TECHNOLOGIES

MAJESCO
ENTERTAINMENT

VIDEOGAME
HISTORY
MUSEUM

4700

4800

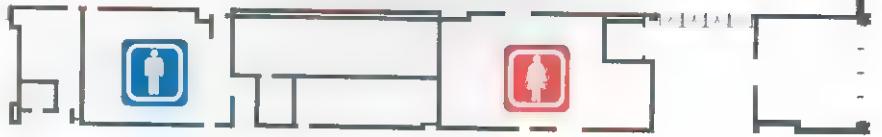
5000

5200

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ENTRANCE





2012

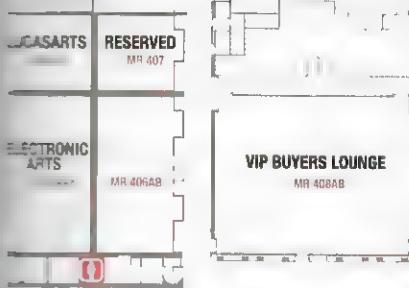
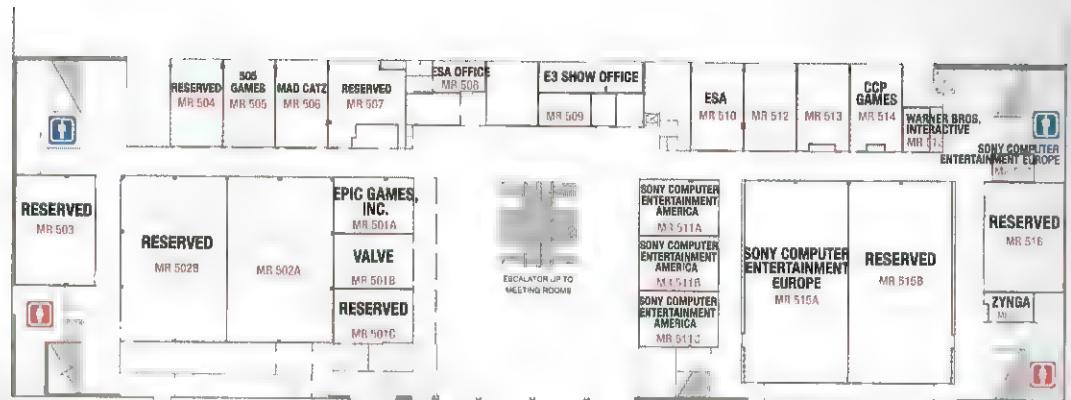
SECOND LEVEL PERMANENT MEETING ROOMS

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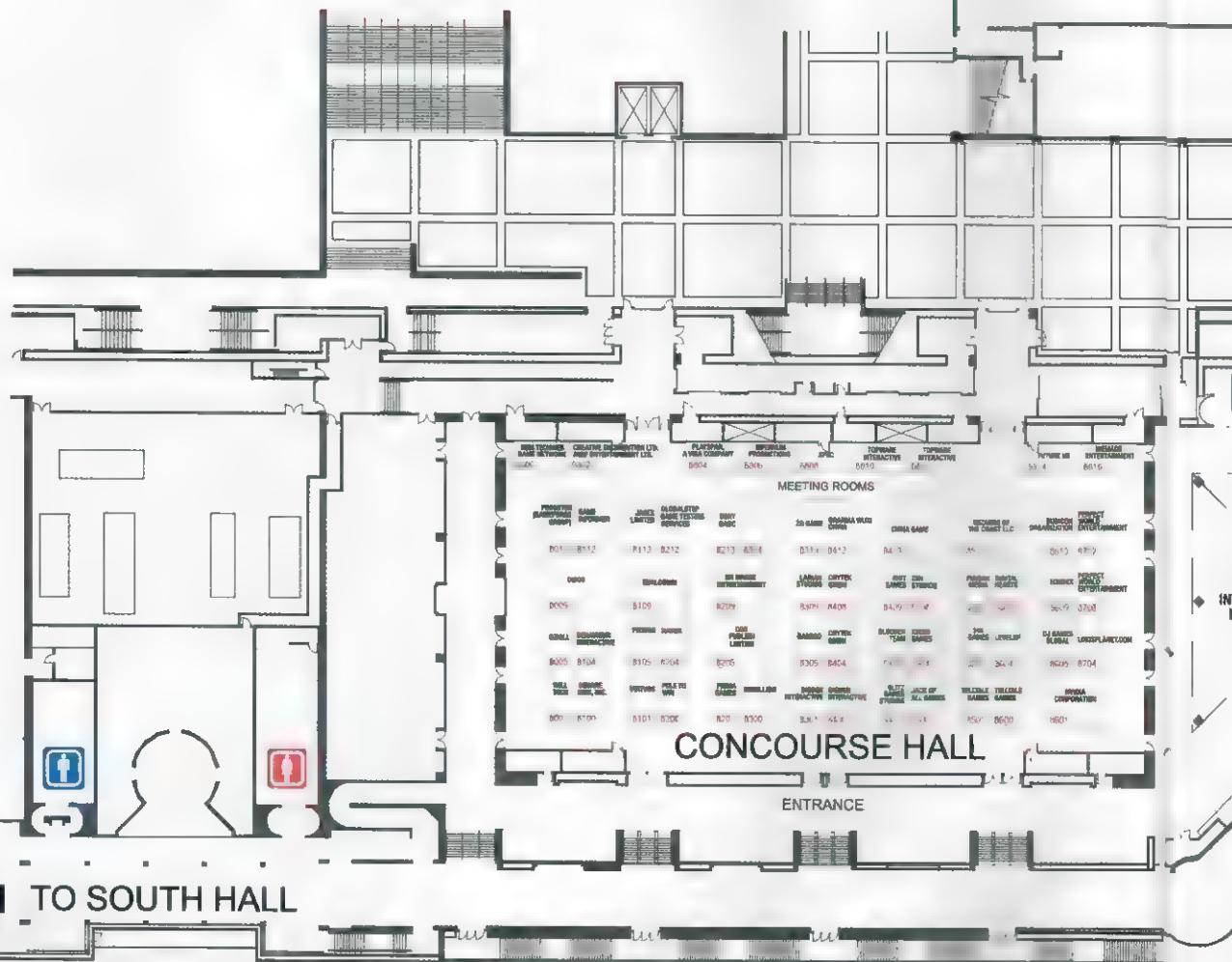
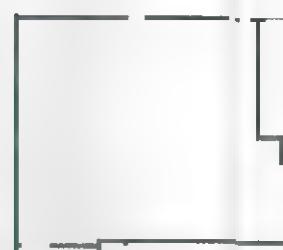


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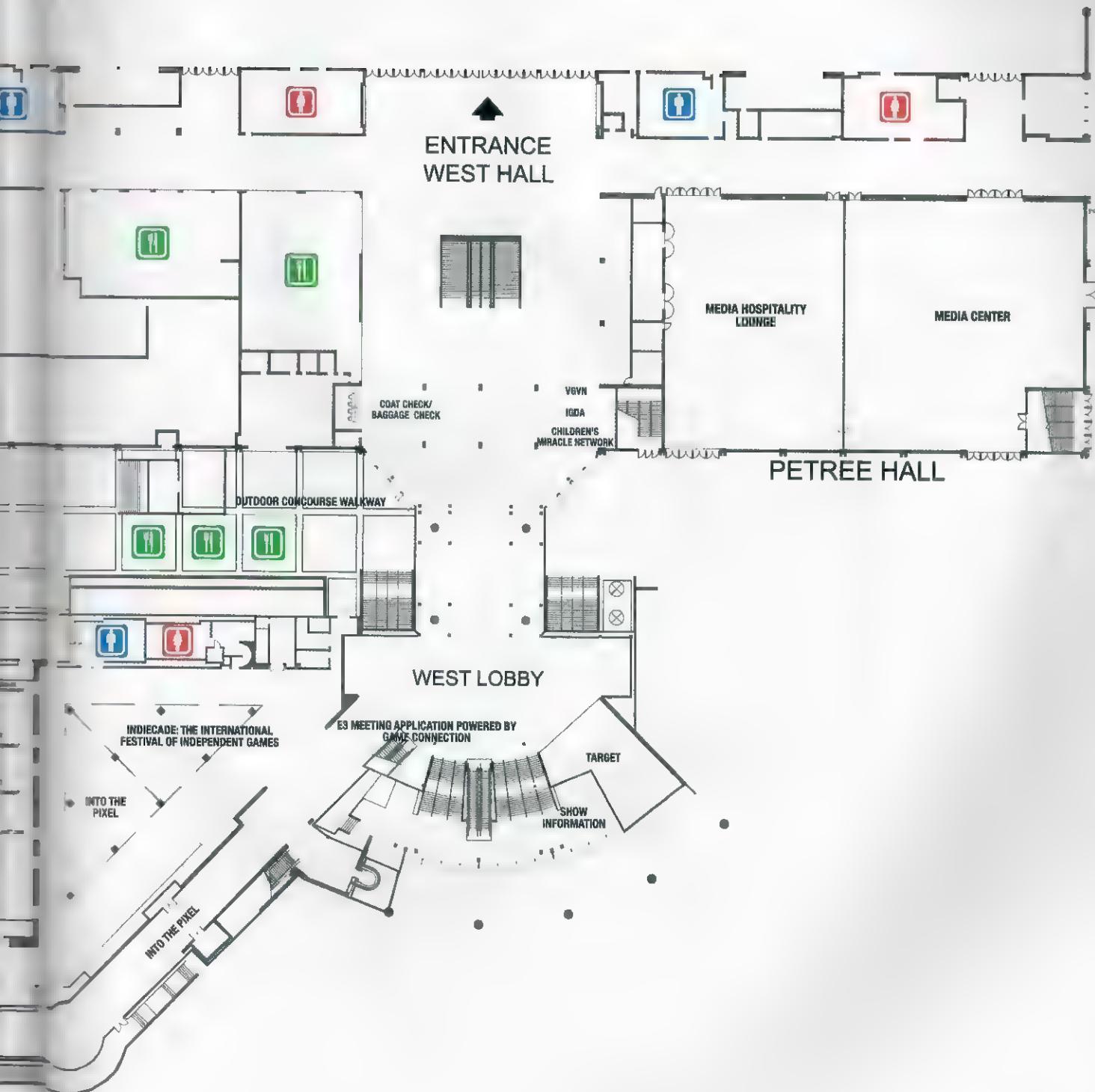
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As a division of MTV Networks, 345 Games is dedicated to creating, marketing, and publishing high-quality, innovative interactive products. Our games are based on Spike and Comedy Central TV programs, but complement the core values of all MTV Networks brands. For more information, please visit us at www.deadliestwarriorthegame.com.

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Jiri Jakubec, Sales Manager

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City Interactive is an international publisher and developer of interactive entertainment products, with sales in over 40 countries worldwide. Listed on the Warsaw Stock

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Chufeng Chen, General Manager; Jianzhu Cheng, Director of Overseas Dept.

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Kamran Hayempour, CEO

Creative Mind Interactive is a distributor of video game hardware, software, and accessories for all major Nintendo, Microsoft, Sony, and Apple platforms. Major brands include dreamGear, Mad Catz, Nyko, and Lamborghini licensed products, and a complete line of Atari and Sega licensed Plug N Play games.

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Crytek GmbH is one of the world's leading independent development studios for interactive entertainment, with its headquarters in Frankfurt am Main (Germany) and additional studios in Kiev (Ukraine), Budapest (Hungary), Sofia (Bulgaria), Seoul (South Korea), and Nottingham (UK).

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Michael Cerven, Publicity Manager; David Pava, Director of Marketing; Bill Anker, VP of Licensing & Business Development

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Brand Manager

DICE+ was created by Patrick Strzelewicz and Michael Bak, who founded GIC in cooperation with Financial Support Group (one of the top financial advisor companies) and Platige Image (Oscar-nominated post-production studio). DICE+ is the world's first electronic dice. It takes the best out of board games and the virtual world, and joins them via Bluetooth.

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www.digitalhearts.co.jp/en

John Yamamoto, CEO & President; Cory Max Bernhardt, QA Senior Manager; Eric Kwan, QA Coordinator; Yoshimi Yoshikawa, Administration; Junichi Sasaki, International QA Manager

DIGITAL Hearts USA Inc. was established in October of 2011, as a subsidiary of DIGITAL Hearts Co., Ltd., with a focus on delivering the highest-quality video game testing services.

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Jimmy Pitaro, Co-President;
John Pleasants, Co-President

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www.dreamgear.net

Yahya Ahdout, Principal; Moris Mirzadeh, Principal; Richard Weston, Principal

DreamGEAR is a leading worldwide developer and provider of high-quality and innovative video game peripherals for all console and handheld platforms and—under our iSound brand—power, audio and other accessories for Apple and other tablets and mobile phones.

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Dynamics Inc. was founded and seeded in 2007 by Jeff Mullen, its President and CEO. Dynamics produces and manufactures intelligent powered cards, such as advanced payment cards.

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Taking place in Shanghai (June 28-29), Paris (November 28-30), and San Francisco (March 25-27, 2013), Game Connection is the most efficient business meeting solution in the industry—with matchmaking events between service providers, developers, publishers, and distributors, as well as network building and business enhancement. For more information, visit them at the E3 Expo Meeting Application Meeting Point in West Lobby.

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Electronic Arts is a global interactive entertainment software company that is leading the digital transformation of games. Founded in 1982, EA develops, publishes, and distributes interactive software globally for video game consoles, PCs, mobile phones, tablets, social networks, and the Internet. EA's homepage is www.ea.com.

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Thomas Barrau, International Product Manager; Rotondo Adrien, Junior International Product Manager

Founded in 1996, Focus Home Interactive is an

independent French publisher. Known for the quality, diversity, and originality of its catalogue, Focus has published and distributed original titles that have become benchmark titles worldwide—such as *Wargame: European Escalation*, *Game of Thrones - RPG*, *Sherlock Holmes*, *Blood Bowl*, and *Of Orcs and Men*.

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Funbox Media is a UK-based video game publisher with a global reach and established relationships.

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www.g4tv.com

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G4 offers the last word on gaming, tech, gadgets, and web culture for the male 18-34 demographic. The network has given young men of today's digital generation a television home. G4tv.com is a top web destination for video game news and info. The network's popular original programming includes "Attack of the Show!," "X-Play," and "American Ninja Warrior."

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Rui Zhang, Emcee; Mingyi Zhao, Deputy General Manager

Games Channel is the largest digital-pay TV channel focusing on online games, e-sports, gamers, and game developers. With support from SMG, Games Channel is one of the largest online game-related content providers for various new media platforms. The total subscription of Game Channel has reached 43 million via cable and IPTV.

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Game Informer Magazine is a 20-year publishing veteran with over 7.5 million monthly subscribers. It's the industry's leading consumer publication and the 4th largest overall consumer magazine in the U.S. The Webby award-winning gameinformer.com maintains the fastest-growing online community of gamers, with over 3 million monthly unique visitors.

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Game Source distributes both new and used video game hardware, software, and accessories for all platforms including PlayStation 3, PlayStation 2, PSone, PSP, Wii, Nintendo DS, Xbox 360, and Xbox.

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Addison Kang, President, GXA; Terence Teo, 1st VP, GXA; Sunny Koh, 2nd VP, GXA; Serene Tay, Honorary Secretary; Foo Meng, GXA Secretariat

Games Exchange Alliance (GXA) is a games industry association that helps game companies cross last-mile

commercialization hurdles to reach Asian gamers. With over 50 member companies, GXA is supported by the Singapore government, Infocomm Development Authority (IDA), Media Development Authority (MDA), and International Enterprise (IE).

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Ke Yang, General Manager

Gamewave Interactive Technology Co., Ltd., is China's largest web game operator. Current business includes:

globally operational platforms, release of interactive games, mobile Internet service, and brand cooperation. Advocating the core values of "belief, diligence, innovation, and achievement," the company is always ready for new developments.

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Gameworld is a full-service wholesale distributor of video game hardware, software, and accessories (as well as DVD/Blu-ray movies). Located in New York City, Gameworld has been providing excellent service coupled with the lowest prices in the industry for over 20 years. Our knowledgeable staff will guide you in selecting inventory that can best suit your needs.

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Gamigo AG was founded in 2001, and has grown to become one of the leading publishers of free-to-play MMOGs. The key to the company's success is its emphasis on publishing high-quality games supervised by first-rate community management. Gamigo's portfolio includes games from all ends

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Julia Son, Marketing Manager

A statutory body established in 1966, the Hong Kong Trade Development Council (HKTDC) promotes Hong Kong as a platform for doing business with China and throughout Asia. The HKTDC also organizes trade fairs and business missions to connect companies while providing information via

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The International Game Developers Association is the

largest non-profit membership organization serving individuals that create video games.

IGN ENTERTAINMENT 4700 WEST

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Shinichi Suzuki, President & CEO; Mitsuhiro Tanaka, General Manager; Bill Alexander, Director of Production

ATLUS has established itself as one of its industry's most consistent, celebrated companies. With proven success across many genres and platforms, ATLUS provides quality critically acclaimed interactive entertainment to a wide spectrum of customers. ATLUS is a brand of Index Corporation and its privately held subsidiary, Index Digital Media, Inc.

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IndieCade, the annual international festival for independent games, dubbed "The Sundance of the video game industry," features Red Carpet Awards, a professional conference, young programming, a public GameWalk, and more. IndieCade 2012 will take place October 4-7, 2012.

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Martin Rae, President; Terrence Myers, Executive Producer; Kelby May, Executive Assistant to the President; Debby Chen, Marketing & Communications Manager; Claudio Tapia, Project Manager

Created in 2004, Into the Pixel is an exploration and celebration of the art of video games from around the world. The exhibition offers an opportunity for published video and computer game artists to be recognized in both the fine art and video game worlds. Be sure to check out all of

the juror-selected pieces in the Concourse Foyer at this year's E3 Expo.

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Fred Towns, President, New Age Electronics and Jack of All Games; Gary Palenbaum, Senior VP of Product Management, New Age Electronics and Jack of All Games; Bob Culliton, VP, Jack of All Games

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Mario Kroll, VP; Ted Brockwood, Head of Public Relations

Kalypso Media is a global independent developer, marketer, and publisher of interactive entertainment software with 120 employees worldwide. The company

has offices in Germany, the United Kingdom, and the United States. Kalypso Media also enjoys very strong global digital distribution through Kalypso Media Digital.

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www.kemco-games.com

Masaomi Kurokawa, Manager

Kotobuki Solution, AKA KEMCO, started as a game publisher/developer in the 1980s. Now, their main products are various JRPGs for iOS and Android. They attend E3 2012 to strengthen sales overseas, and they welcome media who can cover their JRPGs, developers who can make new RPGs, and licensees who want to export smartphone games from the West to Japan.

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latest about Konami can be found at www.konami.com.

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Larian Studios is among the world's finest independent game developers, with a track record of producing critically acclaimed RPG and RTS titles for PC/Mac and consoles. In 2012, Larian celebrates the 10-year anniversary of *Divinity Universe*. Current projects include *Dragon Commander* and *Divinity III*.

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Matthew Scott, President & CEO; Terry Malham, Head of European Operations; Kathy Bucklin, Director of Production; Derek Wong, VP of Sales

Little Orbit is a worldwide video game publisher formed in January 2010, with a focus on licensed entertainment products. The company's emphasis is on working with popular creators to extend their vision into games through storytelling and engaging content for all platforms.

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Paul Meegan, President; Mary Bahr, VP, Global Publishing; Kayleen Walters, Senior Director, Marketing

LucasArts is a leading publisher and developer of interactive entertainment software for video game console systems, computers, and the Internet. The company was founded in 1982 by filmmaker George Lucas to provide an interactive element to his vision of a state-of-the-art, multifaceted entertainment company.

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Eneko Knorr, Founder & CEO; Robert Brown, Publicist - The Bohle Company

Ludei is a games technology firm aimed at wrapping HTML5/Javascript games for iOS and Android platforms at native performance, with zero coding cost. Ludei has produced successful titles for iOS and Android, with more than 15 million downloads from 100+ countries. It's now focused on providing

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Allen DeBevoise, Chairman, Co-Founder & CEO

Machinima is the #1 video entertainment network for gamers around the world, reaching over 1.4 billion video views/month, and over 166 million unique visitors/month. Featuring gameplay, original series, live streams, official content, and news for the gamer generation, Machinima is a major force for core gamers and the young entertainment audience.

MAD CATZ PMR 506

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Mad Catz Interactive, Inc. is a global provider of interactive entertainment products, marketed primarily under its Mad Catz®, Cyborg™, Tritton®, Saitek®, and Eclipse™ brands. Mad Catz develops flight simulation software through its internal ThunderHawk Studios™, and publishes/distributes games and video game products for third parties.


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Erik Wang, General Manager; Maggie Zhou, Sales Manager

G-MATE® is an innovative game accessory brand, which has been registered in Shenzhen since 2009. The founder, Mr. Erik Wang, was born in a military industry family in China; he himself is a hardcore gamer as well. G-MATE® is leading the game gun industry. Its new product, MAG II, will bring gamers more colorful game experiences.

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Jesse Sutton, CEO; Mike Vesey, CFO; Adam Sultan, Senior VP, Business Affairs & General Counsel; Christina Glorioso, CMO; Kevin Ray, CTO

Majesco is a provider of video games for the mass market, focused on developing and publishing a wide range of casual and family-oriented video games on all leading platforms, social networks, and mobile devices. Game franchise highlights include *Zumba® Fitness*, the #1 fitness franchise of 2011, and *Cooking Mama*, the #1 third-party DS game of all-time.


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Maximum Family Games is a publisher of PC, console, and handheld video games. The company's plans for 2012 include releasing the highly anticipated underwater racing title *Jett Tailfin*, scheduled to launch alongside the Wii U. As a licensed publisher of Nintendo, Sony, and Microsoft titles, MFG serves all major retail and online channels.

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MCV: The Market for Computer & Video Games is the leading resource for the games industry, with powerful online and print products, and networking and awards events. MCV covers publishing, development, retail, and investment through a weekly magazine available in print, on iPad, and on the market-leading MCVuk.com, as well as resources for the Nordic, Indian, and Pacific regions: MCVnordic.com, MCVindia.com, MCVpacific.com.

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Microsoft's mission and values are to help people and businesses throughout the world realize their full potential. To learn more about Microsoft's business units and Board of Directors, get contact information, locate a sales office, or view their latest advertisements, please visit their website.

MOLY GROUP
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Moliyo launches self-developed MMORPGs, including *Tales of Ocean Fantasy* and *Superhero* this year, and actively seeks market opportunities to enter the mobile digital entertainment business. Moliyo will continue to expand its product pipeline, including PC online games, mobile games, and other mobile digital entertainment products.

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Multiplayer.it is the leading online magazine in the digital entertainment field in Italy, and the first among gaming websites to blend editorial content with a strong social element. Their readers, more than 1.5 million monthly, follow the site's daily coverage, reviews, previews, and other gaming content.

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NATSUME, INC.

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Natsume is a worldwide publisher that specializes in unique and family-oriented interactive entertainment software for a variety of platforms, including Nintendo and Sony. Best known for the popular *Harvest Moon* and *Reel Fishing* brands, Natsume is dedicated to producing quality video games for the entire family.

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In less than nine years, Némropolis has gained a leading position in the historical adventure segment of video games. Némropolis is also working on a game based on the comic book licence of *Blake and Mortimer* (14 million comics sold worldwide). This exclusive scenario will be available in Q4 2012 on iPad, 3DS, and PC/Mac, and is featured in First Looks at E3.

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NeocoreGames is a Hungarian game production company, specializing in the production, development, and publishing of computer games, and focusing on the strategy/RPG genres. Previous titles include *Crusaders: Thy Kingdom Come*, *The Kings' Crusade*, and *King Arthur — The Role-Playing Wargame* series.

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The worldwide pioneer in the creation of interactive entertainment, Nintendo Co., Ltd., of Kyoto, Japan, manufactures and markets hardware and software for its Wii™, Nintendo 3DS™, Nintendo DS™, and Nintendo DSi™ systems. A wholly owned subsidiary, Nintendo of America Inc. serves as headquarters for Nintendo's operations in the Western hemisphere.

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OZHILL is a Korean game outsourcing company.

specializing in 3D modeling of game characters and environments, animation, and concept art. OZHILL has sales offices in Korea, and a studio with over 200 designers in Dalian, China.

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Perfect World (Beijing) is one of China's leading network game developers and operators. Perfect World is primarily based on the independent research and development of Angelica 3D game engines, the "Cube" engine, and Eparch 2D engine.

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Perfect World Entertainment is a leading North American online games publisher, specializing in immersive free-to-play MMORPGs. Perfect World Entertainment has published 10 popular titles, including *Blacklight Retribution*, *Forsaken World*, *Perfect World International*, and *Star Trek Online*.

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Pro vs. GI Joe is a 501(c)3 that provides troops serving around the world—from Afghanistan to Japan—a chance to battle pro athletes and celebrities in real-time virtual *Call of Duty* gaming competitions. In 2011, PvGJ launched Purpose Driven Rehab, a program that enables wounded vets to facilitate tailgate gaming events at major events in its 45-ft. customized gaming RV.

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Super-developer Rebellion is one of the world's top independent game developers. Rebellion has a 20-plus-year track record of worldwide number-one hits, including *Alien vs. Predator*, *Aliens vs. Predator*, *Tom Clancy's Rainbow 6*, *The Simpsons Game*, *Star Wars Battlefront Elite Squadron*, *Sniper Elite*, and many more.

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Riot Games was established in 2006 by entrepreneurial gamers who believe that player-focused game development can result in great games. In 2009, Riot released its debut title *League of Legends* to critical and player acclaim. Over 11 million play every month.

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With offices in Hamburg, Los Angeles, Taipei, and

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TopWare Interactive, headquartered in Karlsruhe, Germany, is an international interactive entertainment software company. A privately held company, TopWare develops, publishes, and distributes interactive software on most current-gen gaming platforms including PC, Mac, Xbox 360, PlayStation 3, and Nintendo Wii.

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Michael Arzt, VP, Marketing and Business Development

Turtle Beach designs and markets premium audio peripherals for video game, personal computer, and mobile platforms. Turtle Beach is the number-one third-party console gaming accessory brand, based on dollar volume during 2011 (NPD). The Ear Force XP400 wireless headset was named IGN's "Best Gaming Hardware" as part the Best of CES 2012 Awards.

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Simon Chan, Senior Marketing Manager; Jacky Tse, Marketing Manager

Uni-Art Precise Products Ltd. is a leading manufacturer and exporter of wireless headphones and speakers, wireless professional transmission systems, and audio video connection products, in both Hong Kong and China. They have been awarded ISO9001 and ISO14001 certificates.

UNIS TECHNOLOGY

5630 WEST

No. 85 Minke East Rd., Civil Science & Technology Park, Dongming North Rd.
Shiqi District
528402 Zhongshan, Guangdong China
www.zs-shiyu.com/en/introduce

Simon Lau, International Business Department Contact; Steven Tan, International Business Department Contact

Universal Space (UNIS) is a leading Chinese-based manufacturer of amusement machines. Having been in the amusement business for over 19 years, the organization has grown to become a well-recognized brand within the industry, with creative and high-tech R&D, a worldwide sales network, high-quality controlled manufacturing, and exemplary FEC operating.

VALVE

PMR 501B

10900 NE 4th St.
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www.valvesoftware.com




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OF THE 3D-BEE**
2962 SOUTH

P.O. Box 860
North Plains, OR 97133
971-269-0000
www.vefxi.com

Lorenzo Traina, VP, Strategic Development; Rich Smith, VP, Business Development

VEFXI, the leading manufacturer of high-quality 2D-to-3D real-time converters and video system products, will showcase its newest model, 3D-Bee Diamond, with stunning new depth and pop-out capabilities for the technical 3D gamer. Also showing: VEFXI's real-time 2D-to-3D video editing system, with real-time 3D playback and keyframe editing.

**VIDEO GAME
VOTERS NETWORK**
WEST LOBBY

575 7th St. NW, Suite 300
Washington, DC 20004
202-223-2400
www.videogamevoters.org

**VIDEOGAME HISTORY
MUSEUM**
5400 WEST

90 Judith Ln.
Valley Stream, NY 11580
516-568-9768
www.vghmuseum.org

John Hardie, Director; Sean Kelly, Director; Joe Santulli, Director

The Videogame History Museum is a 501(c)(3) non-profit organization dedicated to preserving and archiving the history of the video game industry, as well as honoring the people who helped create it. The museum boasts over 20,000 items, including numerous prototypes, software libraries, design documents, and memorabilia.


VIRTUAL PIGGY
3253 SOUTH

15 W. Highland Ave.
Philadelphia, PA 19118
215-247-5500
www.virtualpiggy.com

Jo Webber, CEO & Co-Founder;
Pradeep Ittycheria, CTO & Co-
Founder; Tom Keefer, Executive
VP, Sales

Virtual Piggy Inc. has the first e-commerce solution that enables kids to manage and spend money online within a parent-controlled environment. It allows e-commerce merchants to function in a COPPA-compliant manner while allowing the credit card-less generation to play, socialize, and transact online with parental oversight and control.


VIRTUOS
OFMR 8101 CONCOURSE

10/F, 1326 West Yenan Rd.
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www.virtuosgames.com

Gilles Langourieux, CEO;
Damien de Froberg, Managing Director; Sebastian Sallovitz, Account Manager; Philippe Angely, Head of Sales, Europe and Asia

Virtuos is one of the largest providers of digital entertainment production services, specializing in 3D art and game development. Virtuos' clients include 15 of the top 20 publishers worldwide. Virtuos develops for consoles, Facebook, and mobile platforms. The company has over 900 employees in Shanghai, Chengdu, Saigon, Paris, Vancouver, and Tokyo.


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David Humphreys, Director of Global Sales

ViviTouch™ intensifies the mobile gaming experience by immersing players with a revolutionary type of tactile feedback, bringing a high-definition feel to a world of HD audio and video. This innovative technology is ideal for gaming devices like smartphones, tablets, console controllers, and headsets. Visit vivitouch.com to learn more.


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game.wahlap.com/en


WARGAMING.NET
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www.wargaming.net

Mike Turner, VP of Business Development; Arthur Pratapopau, Public Relations Manager

Wargaming.net® is an award-winning online game developer and publisher, and one of the leaders in the free-to-play MMO market. Currently, Wargaming.net is focused on establishing the MMO war trilogy that includes the flagship armored *World of Tanks*, the flight combat *World of Warplanes*, and the naval *World of Battleships*—scheduled to release in 2013.


**WARNER BROS. INTER-
ACTIVE ENTERTAINMENT**
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VP, Sales, Americas; Debra
Baker, Senior VP, Business
Development

Warner Bros. Interactive Entertainment, a division of Warner Bros. Home Entertainment Group, is a premier worldwide publisher, developer, licensor, and distributor of entertainment content for the interactive space across all current and future platforms, including console, handheld, and PC-based gaming for both internal and third-party game titles.


WEBZEN INC.
5604 WEST

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676 Sampyeong-dong
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**WEMADE
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2847 SOUTH,
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Guro-dong
Guro-gu, Seoul 152-848
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www.wemade.com

Kisung Kim, CEO; Gene J Kim, VP; Jay Suk, VP

WeMade Entertainment is a Korean online and mobile game developer/service provider for the local and global market. Its masterpiece *Legend of Mir2* attracted over 1.2 million users across Asia. WeMade is currently preparing for more than 20 mobile

titles, and strives to set a new standard for the mobile game industry.

WILL TECH OFMR 8001 CONCOURSE

385 S. Los Robles Ave., Suite 2
Pasadena, CA 91101
626-796-7177
www.willtechnology.net

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Director

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Renton, WA 98057
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The Gathering; Jerome Lalín,
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China
www.wsgame.com

X-GAMES INC. 2563 SOUTH

8324 NW 68th St.
Miami, FL 33166
305-477-2523
www.x-gamesinc.com

Walter Caridad, President; Fernanndo del Bosque, VP; Mauricio Flores, Sales Executive

With a 4,000 square-foot facility based in Miami, Florida, X-Games Inc. is a video game logistics company fulfilling distribution needs in Mexico, the Caribbean, and Central and South America.

Established in 2004, the company has a long history in the distribution of video games, long-term relationships, and extensive market knowledge of the region.

XPEC OFMR 8808 CONCOURSE

6F. No. 53, Nanjing East Rd.,
Sec. 2
Taipei, Taiwan 104
+886-225232378
www.xpec.com

Gordon Lin, BD Manager; Catherine Hsu, BD Manager; Wonder Lin, President

XPEC is one of the leading game developers in the Great China Area, with well-known titles on the PC and all console platforms, including *Skylanders: Spyro's Adventure* for PlayStation 3 and Xbox 360, and *Bounty Hounds Online* for PC. Founded in Taipei, Taiwan in August 2000, XPEC now has offices in Taiwan, Suzhou, and Beijing, with over 700 employees.

XSEED GAMES OFMR 8504 CONCOURSE

3655 Torrance Blvd.
Suite 140
Torrance, CA 90503
310-792-7780
www.xseedgames.com

Ken Berry, Executive VP; Kenji Hosoi, Localization Manager; Jimmy Soga, Product Manager

XSEED Games was formed in 2004 to cross-pollinate the avid gaming cultures of Japan and North America. Delivering unique, innovative titles across multiple platforms and genres, XSEED Games is dedicated to publishing products that appeal to and enrich the North American market.

XSOLLA

555 SOUTH

22020 Clarendon St., Suite 201
Woodland Hills, CA 91367
818-435-6613
www.xsolla.com

Jason Morrell, Account Manager & Business Development; Sarah Miller, Business Development Specialist; Helen Alyasheva, Business Development Specialist; Jordan Metzner, Product and Partnerships; David Turner, Manager, Marketing & Social Media

Xsolla is the leader in global in-game payment optimization. Xsolla's easily integrated products dramatically increase payment conversion by localizing and simplifying transactions for each unique user. Xsolla collaborates with over 300 payment service providers to offer solutions via credit card, mobile payments, e-wallet, cash, kiosks, and more.

YOGSCAST LTD

2362 SOUTH

1137 N. Central Ave. #104
Glendale, CA 91202
310-754-6005
www.yognaughts.com

Kristafer Vale, Lead Developer; Lewis Brindley, CEO & Co-Founder; Simon Lane, Co-Founder; Hannah Rutherford, Business Manager

Yogscast LTD is a global indie game developer, currently producing its first self-published title, *Yognaughts Adventures!* Yogscast LTD was originally founded by Lewis Brindley and Simon Lane, initially as a podcast loosely based around games and gaming.

ZEN STUDIOS

OFMR 8508 CONCOURSE

24480 Pela Dr.
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www.zenstudios.com

Mel Kirk, VP, Marketing and Public Relations; Neil Sorens, Creative Director; Zsolt Kigyossy, Managing Director; Viktor Györel, Head of Studio

Zen Studios is a global producer and digital publisher of interactive entertainment software for all leading game platforms. The company is headquartered in Budapest, Hungary, with offices in North America. Zen's *Pinball FX2* franchise on Xbox Live Arcade has garnered numerous awards, and was named the best-selling game of 2011.

ZQ GAME

OFMR 8313 CONCOURSE

222 N. Sepulveda Blvd.
Suite 1755
El Segundo, CA 90245
310-414-9226
www.zqgame.com

Michael Zhang, VP; Shannon Chen, Director of Marketing; Lulin Wu, Business Development Manager; Xin Liu, Director of Technical; KJ.Justin Lin, Manager of Products Dept.

ZQ Game was founded in 2003, and has since crafted over 30 online games for players to enjoy around the world. In 2010, ZQ Game successfully filed an initial public offering and became the first native Chinese online gaming company to go public on the Chinese stock exchange in Shenzhen, under the stock code 300052.

ZYNGA

PMR 519

699 8th St.
San Francisco, CA 94103
www.zynga.com

XSEED GAMES REVEALS THE LAST STORY IN NORTH AMERICA

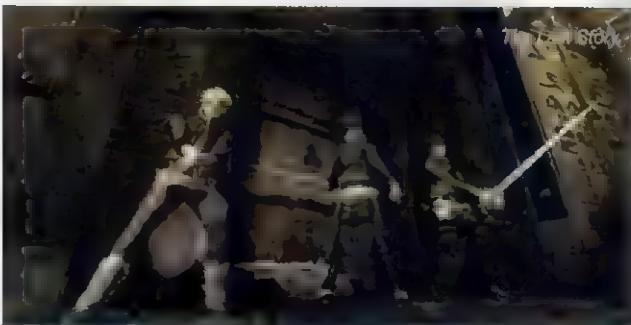
ROLE-PLAYING GAME SIGNALS THE REUNION OF TWO INDUSTRY LEGENDS

This year at E3, attendees will get a much-anticipated look at *The Last Story*, XSEED Games' upcoming action role-playing game. Already critically well-received in Japan and Europe, *The Last Story* hits U.S. and Canadian store shelves in the summer of 2012, and tells the story of a mercenary group as they explore and adventure across the mysterious Lazulis Island. *The Last Story* is particularly noteworthy for reuniting director Hironobu Sakaguchi and composer Nobuo Uematsu, both famed for their roles in Square Enix's seminal Final Fantasy series of RPGs.

Available exclusively for the Nintendo Wii, *The Last Story* features beautifully rendered cut-scenes that help reveal the plot and deepen characterization, as well as a new twist on real-time combat. Rather than controlling a single character,

players issue tactical commands that non-player characters (NPCs) carry out on their own initiative. This innovative strategic element allows NPCs to provide covering fire for other party members, to draw enemy attacks away from key targets, and even to destroy environmental elements like bridges, reshaping the battlefield in the process.

Once players have mastered *The Last Story*'s new tactical system, they can go online and join up to five others in cooperative combat, or test their skills against other gamers. Online combat also allows players the opportunity to gather special items for their characters that they cannot receive while playing alone. Whether seeking an in-depth single-player experience or a solid multiplayer challenge, fans of role-playing action games will find it all in *The Last Story*.



BETHESDA'S CHOICE OFFERINGS

DISHONORED AND ELDER SCROLLS ONLINE OFFER GAMERS MORE OPTIONS



Gamers have long valued Bethesda Softworks for its expertise in crafting compelling, story-driven games—and this year at E3 the publisher exceeds expectations. From the mind of *Half-Life 2* art director Viktor Antonov comes *Dishonored*, a unique action-stealth game that takes players to a dusky city torn apart by disease, politics, and supernatural forces. Offering a new take on action-stealth gameplay, the game not only gives players access to cool gadgets and skills, it grants them supernatural powers. "Choice" is the word.

According to co-Creative Directors Raphael Colantonio and Harvey Smith, "Our focus is on giving the player options—straight-out brutal action or stealth, a range of interesting powers and weapons to choose and upgrade... and these choices drive the outcome of the game."

Building on the theme of choice, Bethesda brings us *The Elder Scrolls Online*, under development for both PC and Mac, and led by industry veteran and *Dark Age of Camelot* alum Matt Firor. Details are few as of now, but as director of this ground-breaking massively multiplayer game, Firor promises the kind of quality adventure Bethesda fans have come to expect. "The entire team is committed to creating the best massively multiplayer online game ever made—and one that is worthy of the *Elder Scrolls* franchise."

With its proven skill for empowering players to make ever-more choices—and experience the consequences—Bethesda once again delivers the power-packed goods in these two exciting new gaming properties.

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ART FOR GAMES' SAKE

INTO THE PIXEL CELEBRATES THE INDUSTRY'S TALENTED VISUAL ARTISTS

I3 is the world's premier annual showcase for the amazing creations of the interactive entertainment industry's spectacular talent. To honor the talented artists behind the games, the Entertainment Software Association and the Academy of Interactive Arts & Sciences are once again collaborating to produce the art exhibit *Into the Pixel*, a celebration and exploration of the art of the game. Now in its ninth year, the 2012 exhibition opened Tuesday in the Concourse Foyer of the Los Angeles Convention Center.

Each year *Into the Pixel* convenes a panel of jurors representing both the fine art and digital art worlds to select 16-20 new artworks for *Into the Pixel*'s permanent collection. The art is derived from every genre of video games, and every stage of the production process. Submissions come from developers and publishers—including indie, mobile, and social game developers—and range from action-oriented themes and designs to stunning landscapes and intricate character pieces.

Among the sixteen selected for this year's collection are: "Arabian Night" by Fan Xiao Qing, from the game *Crazy Fairies* (Spicy Horse Games); "The Call to Adventure" by Matt Nava, from *Journey* (thatgamecompany); "Refinery Entrance" by Susan Luo from *Ghost Recon: Future Soldier* (Red Storm Entertainment); and "Spire Vista" by John Wallin Liberto from *Halo 4* (Microsoft). E3 attendees can view the entire 2012 collection, as well as selected work from past years' collections, on display in the *Into the Pixel* Gallery in the Concourse Foyer—just off the West Hall lobby.



"There is never a shortage of fantastic, stunning pieces of game art to be added to the *Into the Pixel* permanent collection each year," said Martin Raa, president, Academy of Interactive Arts & Sciences, as well as a juror for this year's *Into the Pixel* exhibit. "Some of the most exciting work from the art world is coming from our industry. Beyond the incredible technical skill that it takes to produce these pieces of work, it takes a true artist to encapsulate an entire story to a piece of canvas from the use of color, a simple gesture, a glance or the environment."

Also representing the game industry on the 2012 jury are: Bob Rafel, founder, CEO and visual director at Big Red Button Entertainment; Eddo Stern, director of the UCLA Games Lab; Ryan Wilkerson, senior art director at Microsoft Game Studios; and, Matt Hall, senior partner production designer at Timbuk2 Studios.

"Artists are becoming more and more sophisticated about translating complex storytelling ideas into even the smallest details of the visual environment," said *Into the Pixel* jury member Glenn R. Phillips, who

serves as principal project specialist and consulting curator at the Getty Research Institute. "The best works are not only visually exciting and technically accomplished, but they also function as ambient narratives, with the potential to convey large amounts of story in a single image."

Each year, the new collection is unveiled at E3. Following the show, the collection tours to events across the world. Over the years, the collection has been featured at: the Game Developers Conference in San Francisco; the South by Southwest festival in Austin; FMX in Stuttgart, Germany; the European Festival of Art in Nottingham, England; PAX East; and, the Toronto International Film Festival. Each February at the annual D.I.C.E. Summit, prints from the previous year's collection are auctioned off to benefit the Academy's Foundation.

To learn more about *Into the Pixel* and take a virtual tour of this stunning collection of the industry's art, please visit the *Into the Pixel* gallery in the Concourse Foyer at E3 or visit www.intothepixel.com.



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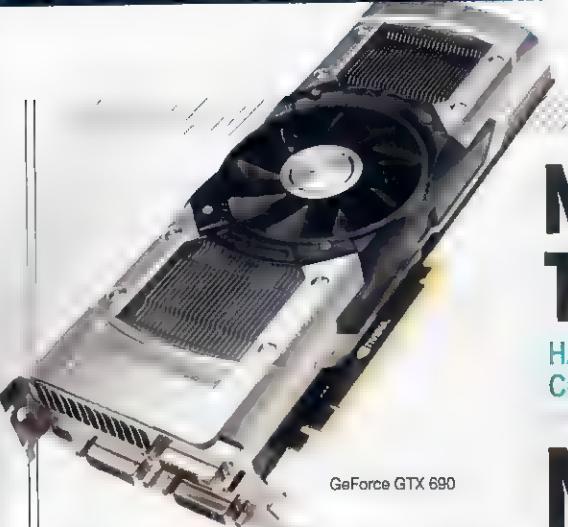
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NVIDIA'S TUNES AND TECHNOLOGY

HARDWARE AND CONCERT SERIES CELEBRATE 10-YEAR COMMITMENT TO GAME INDUSTRY

GeForce GTX 690



Taylor Davis, AKA Violin Taylor

NVIDIA Corporation is renowned for its high-quality processors, and its showing at E3 this year includes a range of cutting-edge hardware initiatives and a series of concerts—collectively intended to entertain attendees while celebrating the 10th anniversary of its successful program for game optimization.

NVIDIA's Tegra 3 mobile processor—which includes a primary quad-core unit with a fifth battery-saving core—offers some of the most detailed visuals on phones and tablets today. NVIDIA is featuring a series of Android games optimized for this new hardware in the Nyko Technologies booth in South Hall. Those who visit NVIDIA's space can also see the company's line of PC graphics cards based on its Kepler GPU technology, including the GTX 670, the

GTX 680, and the dual-GPU-powered GTX 690. Additionally, E3 attendees can experience GeForce GRID, a cloud-based platform that allows lag-free streaming gameplay to nearly any device.

As part of its E3 celebration, NVIDIA's "The Way It's Meant to Be Played" 10th Anniversary Concert Series commemorates a decade of working with game developers to optimize their games for the company's hardware. The concerts, held in the *Into the Pixel* area of the Concourse Foyer, feature performances by a trio of popular YouTube musicians—Taylor Davis, Lara de Wit, and Kyle Landry—who perform iconic songs from top titles like *The Elder Scrolls V: Skyrim* on piano and violin during all three days of the show.

505 GAMES FEATURES FITNESS TRAINING AND TOUGH TEDDY BEARS

ADIDAS miCOACH AND NAUGHTY BEAR: PANIC IN PARADISE



Publisher 505 Games has built a reputation for creating hugely entertaining titles in a variety of genres. This year at E3, the company features two enthralling and wildly different styles of games: one that takes players to dizzying heights of athletic prowess, and another that will seriously challenge players' preconceptions about cute and cuddly teddy bears.

Adidas miCoach is a fitness game that utilizes the motion-sensing hardware of its two platforms—Kinect on Xbox 360 and PlayStation

Move for PlayStation 3—to allow users to create and execute training plans in the comfort of their homes.

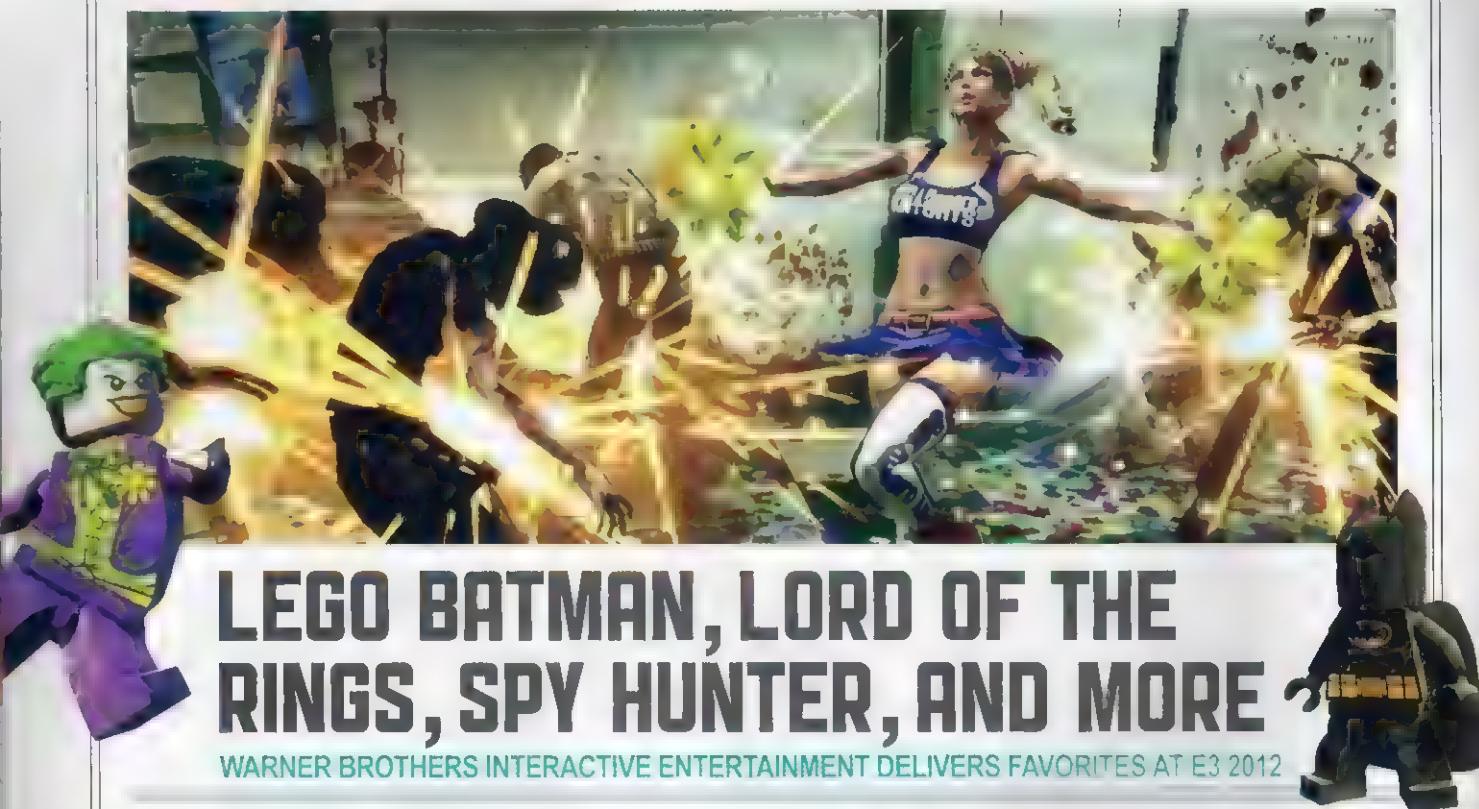
Developed in cooperation with the Adidas apparel company, the software features 18 worldwide athletic stars, including soccer hero Kaká and NBA All-Star Dwight Howard. The athletes provide interactive workout classes that are designed to take players from their own starting place to the dizzying heights of the pro—or anywhere in between. *Adidas miCoach* includes more than 400 exercises that utilize

optical body tracking to make the exercise experience as immersive as possible, as well as allowing players to utilize the popular miCoach website and apps. Developed by Chromativity, *Adidas miCoach* is due out this summer.

Offering a very different kind of experience is *Naughty Bear: Panic in Paradise*, a follow-up to the 2010 action game that featured what may be the world's most ferocious plush teddy bear. Coming to Xbox Live Arcade and PlayStation Network this fall, *Panic in Paradise*

finds the titular toy taking down the Perfection Island bears one-by-one after they ditch him to go on a tropical vacation. Developer Behaviour Interactive is back for the sequel.

With *Panic in Paradise* shown alongside *Adidas miCoach*, 505 Games offers E3 attendees two radically divergent but highly entertaining options—physical fitness fun and *Naughty Bear*, a plush toy with anger management issues.



LEGO BATMAN, LORD OF THE RINGS, SPY HUNTER, AND MORE

WARNER BROTHERS INTERACTIVE ENTERTAINMENT DELIVERS FAVORITES AT E3 2012



With a stellar lineup including several fan-favorite licenses, Warner Bros. Interactive Entertainment (WBIE) has plenty on tap for this year's E3 attendees. First off, WBIE is introducing *LEGO Batman 2: DC Super Heroes*, the sequel to *LEGO Batman: The Video Game*, the best-selling LEGO video game of all time. In this new title, Batman and Robin join forces with other well-known DC faces including Superman, Wonder Woman, and Green Lantern in an effort to stop Lex Luthor and the Joker from destroying Gotham City. The game's open world can be traversed by walking, flying, or driving a host of vehicles including the Batmobile, the Batwing, and the Batboat. New super-abilities include freezing and pushing objects with super-breath, as well as cutting holes through objects with heat vision. The game is under development at Traveller's Tales, and will ship in summer 2012 for Xbox 360, PlayStation 3, Wii, Nintendo DS, Nintendo 3DS, PlayStation Vita, and PC.

Another LEGO title makes its debut at E3, as well: *LEGO The Lord of the Rings*, which follows the original storylines of Peter Jackson's *Lord of the Rings* film trilogy. Tasked with destroying an ancient magical ring, Frodo

Baggins heads to Mount Doom, and must fight orcs, demons, and much worse. Players can control up to 60 unlockable characters, including Aragorn, Gandalf, Legolas, Gimli, Boromir, and Hobbits Sam, Merry, and Pippin. The power of the mystical Palantir lets players jump between multiple storylines, and up to four players can team up for drop-in/drop-out gameplay. The game ships in fall 2012 for Xbox 360, PS3, Wii, Nintendo DS, Nintendo 3DS, PlayStation Vita, and PC.

Coming to PS3 and Xbox 360 on June 12, 2012, is WBIE's brand-new action game *Lollipop Chainsaw* from Japanese developer Grasshopper Manufacture. To stop a colossal zombie outbreak, players take control of sweet-yet-murderous zombie-hunter Juliet Starling, an 18-year-old cheerleader at San Romero High. She uses her trusty chainsaw to fight through hordes of undead, only to realize that this was just the opening act in a festival of zombie rock lords who are determined to kill her. Players can use Juliet's cheerleading acrobatics and chainsaw skills to put together deadly combos, taking out hordes of those pesky zombies in the process. Led by game developer Goichi Suda, the game features a script from well-regarded Hollywood director and



writer James Gunn (*Super. Slither. Dawn of the Dead. Romeo and Juliet*) and music from renowned composer Akira Yamaoka.

WBIE is also publishing *Spy Hunter*, a new reboot of the legendary combat driving series, for the PlayStation Vita and Nintendo 3DS. In an effort to stop a global terrorist organization set on world domination, the player must put his or her pedal to the metal of the high-tech Interceptor super-car. The Interceptor can transform from super-car to off-road assault vehicle to speedboat, allowing players to go anywhere within the title's branching mission tracks. Gamers can outfit and upgrade weapons and gadgets throughout the course of the game, and will receive help from an unmanned aerial support drone. The game ships in fall 2012.

Finally, the all-new *Harry Potter for Kinect* allows gamers to experience the Hogwarts School of Witchcraft and Wizardry in a very personalized way. Players can scan their faces to create a wizard avatar, and then use controller-free and voice recognition technology to attend the famous wizarding school, interact with friends, call out spells to cast against opponents, brew potions, and even race on broomsticks in Quidditch. Developed by Eurocom, the game ships in fall 2012 for Xbox 360.

From LEGO superheroes to high-tech racing to wizards, at E3 this year WBIE is once again showcasing top-quality titles—and its commitment to publishing games guaranteed to appeal across the breadth of today's video gaming audience.



PROCEEDS BENEFIT



Children's
Miracle Network
Hospitals



WHAT?

For the last four years, thousands of gamers have come together to play for 24 hours for Extra Life – a gaming marathon in support of Children's Miracle Network Hospitals®. Gamers rally friends and family members to sponsor their play. The funds go to help save and improve the lives of kids at the CMN Hospital in their community.

WHEN?

SATURDAY, OCTOBER 20, 2012

WHO?

Everyone. Hard-core gamers to Facebook farmers to smart phone bird throwers. Extra Life makes it easy for people to help kids while doing what they love doing anyway. The fundraising is turn-key. When and how they play is up to the gamer. Hospitals win. Every time.

HOW?

- 1 Sign up online at www.extra-life.org
- 2 Ask friends & family to sponsor you for as little as \$1/hour
- 3 Play! Extra Life is on Saturday, October 20, 2012.

FOR?

Children's Miracle Network Hospitals helps more than 170 children's hospitals across North America, which, in turn, use the money where it's needed the most. Donations stay in the community, helping local kids. Since 1983, Children's Miracle Network Hospitals has raised more than \$4 billion, most of it \$1 at a time. These funds support research and training, purchase equipment, and pay for uncompensated care, so that no child is ever turned away from a hospital because of a child's family's inability to pay. Extra Life is a great way to help as many children as possible. Learn more at CMNHospitals.org.

1,000% increase in annual funds raised since 2008.

\$200 average raised by gamer.

417 websites and podcasts have participated.

\$12 MILLION raised in 2011 alone.



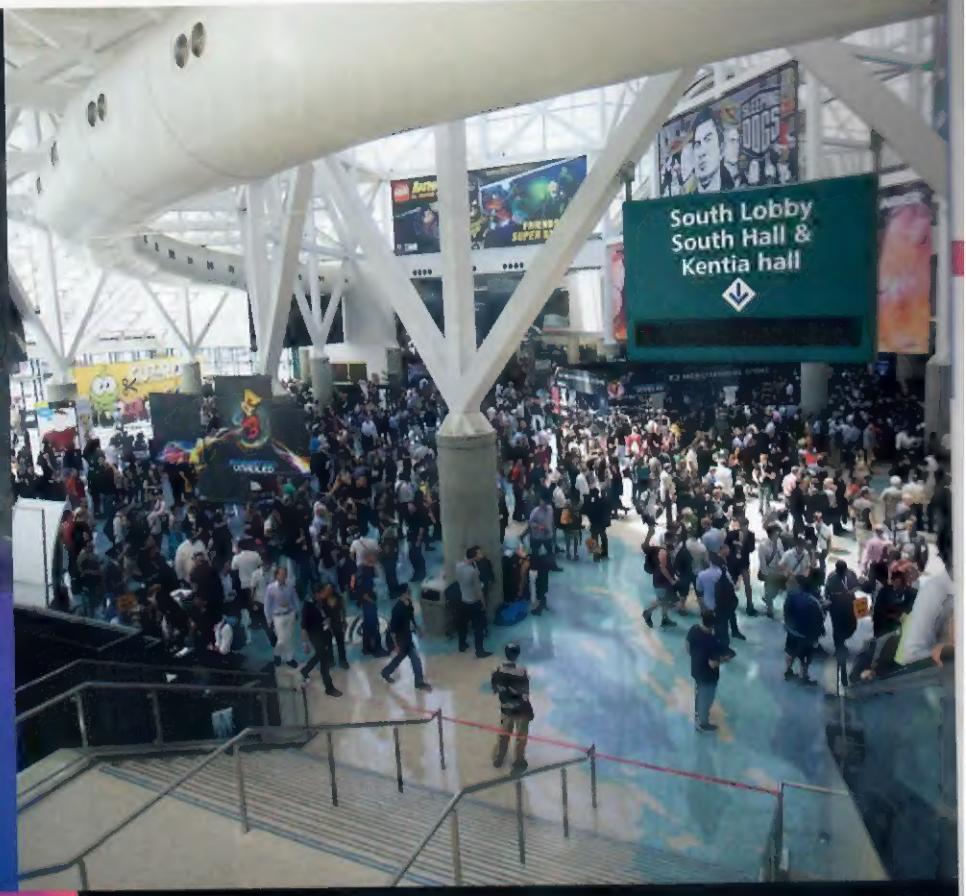
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PRESS CONFERENCE AND E3 SHOW FLOOR
HIGHLIGHTS

2012

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On this page, clockwise from top left:

Actress and comedienne Aisha Tyler hosts Ubisoft's press conference; the crowd gathers as E3's doors officially open; Sony unveils Wonderbook at its press conference; outside E3's West Hall; rapper Snoop Dogg poses for a photo opp; exhibits in South Hall; happy faces at Sony's pre-E3 event



LATE-BREAKING GAME ANNOUNCEMENTS

MORE HOT GAMES STRAIGHT FROM THE E3 SHOW FLOOR

E3 2012 means plenty of big game announcements—including a few late-breaking titles that debuted during opening day. In the interest of ensuring that you don't miss any hot titles on display at E3, below is a rundown of the very latest games unveiled during the show. Please note: These games are in addition to what has been covered in the pages of the *E3 Show Daily*.

Bethesda

- *The Elder Scrolls V: Skyrim*—Dawnguard

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TECMO KOEI America Corporation:

- *Mugen Souls*
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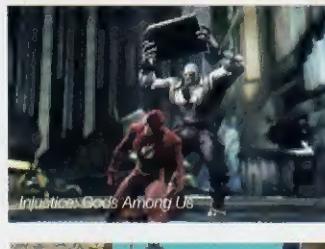
- *South Park: The Stick of Truth*

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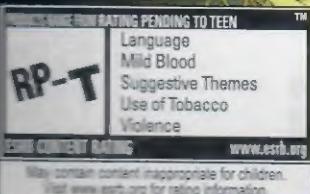
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